

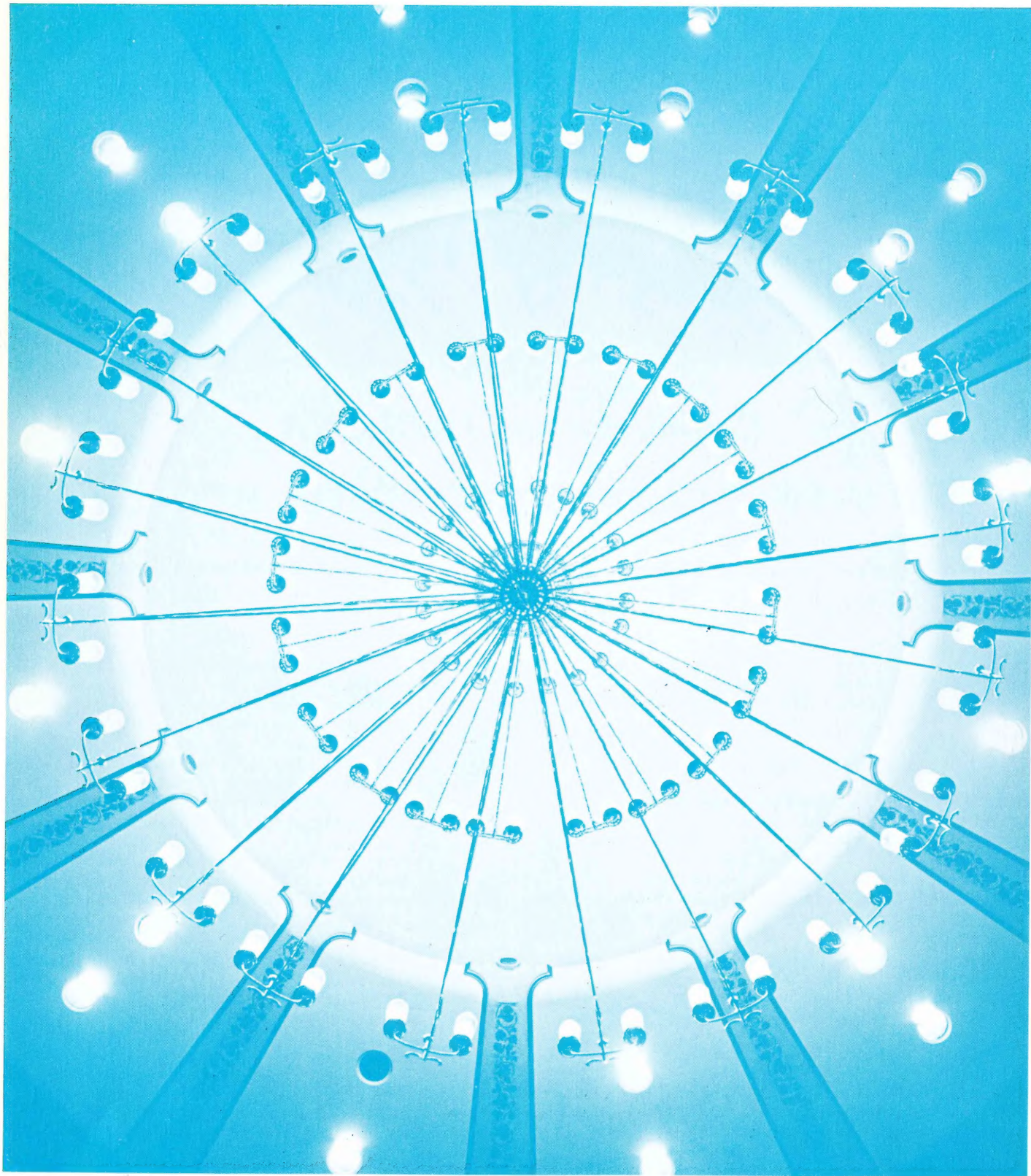
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Commerce and INDIANA

JANUARY 1971

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COVER PHOTO

The chandelier in the House of Representatives Chamber in the Statehouse.

PHOTO THIS PAGE

Tourism girls on way to entertain at Riley Memorial Children's Hospital.

INSIDE BACK COVER PHOTO

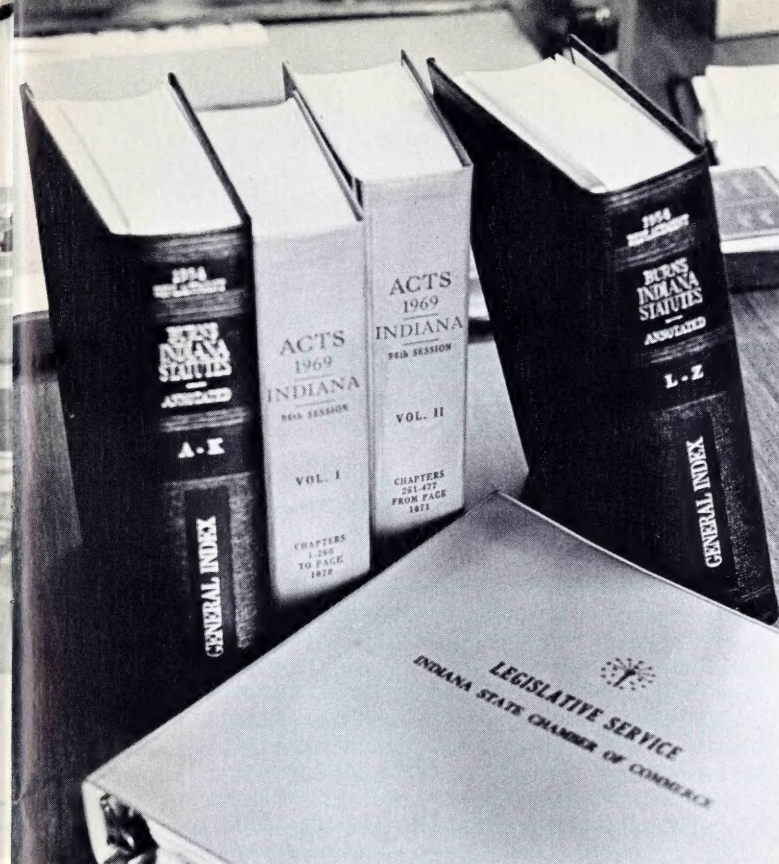
New "What's—happening—in—Indiana" brochures.

PHOTO CREDITS

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Commerce and INDIANA

LEGISLATIVE RECOMMENDATIONS



In the Interest of Commerce

By Bill Watt

Director, Information Division

Establishing a more equitable economic balance between Indiana's rural and urban areas is one of the main themes of legislative recommendations from the Indiana Department of Commerce.

The department also has proposed that programs for financing new industry be expanded; that an intensive drive to eliminate a state housing shortage be initiated, and that a state agency to provide information and educational services for consumers be created.

The recommendations to the 1971 General Assembly were the result of months of study and analysis of Indiana's economy by the department, university specialists, economic development organizations and units of government. The compilation was coordinated by the department's Planning Division.

A scrutiny of the state's economic situation revealed shortcomings in job opportunities, housing, transportation and public services in many rural areas. A continuing pattern of population decline prevails, particularly in southern and western Indiana.

Urban centers on the other hand, can't cope with the influx of new people which is straining municipal services to the limit.



Bill Watt

The department concluded that the state's long-range interests would be best served by narrowing the economic gap between rural and urban areas, at the same time setting in motion development programs to insure that all parts of the state would be in a position to take advantage of economic opportunities.

The Planning Division's report, however, stated that money is not the most urgent priority. Establishing a sense of direction through a clear set of objectives and basic policies will contribute substantially to future development, it said.

A problem common to both rural and urban regions is a shortage of housing. Housing experts estimate that the nation will require 26 million new or rehabilitated houses to absorb demands of population growth and to replace inadequate dwellings. High costs of construction, lack of technology and limited availability of financing are making it difficult to embark on mass-scale home development.

The Planning Division recommended establishment of an Indiana Housing Finance Agency with authority to issue tax-exempt revenue bonds to fund its activities. Thirteen states have created such an agency.

The agency would be empowered to make or participate

in construction and mortgage loans, provide technical advisory services to homebuilders, provide advisory services to families, and promote research and development in methods of constructing low-cost residential structures.

It is the intent of the bill that the agency function through the private home-building and lending industries. It would become financially self-sustaining and its borrowings would not impose general obligations on the state's revenue and credit.

A bill that would establish a code for factory-built housing was among those recommended. The measure notes that mass production techniques in home building have presented special problems with respect to health and safety standards and local regulations.

A certification procedure operated by the Administrative Building Council would minimize the problems of standards and inspection procedures.

Another bill would revive the State Housing Board as a coordinating agency in relation to local efforts to undertake housing projects.

A resolution calling for adoption of a "State Housing Goal" was offered by the analysts who emphasize that there now is no systematic approach to the state's housing problems and that long-range plans to correct deficiencies are non-existent.

Under one provision of the resolution, the governor would report to each session of the legislature on progress and problems in housing matters.

Economic Development Programs

Other economic development proposals seek to broaden the base of financing and devise new techniques of getting projects under way.

There are two established state programs for financing new industry—the Industrial Development Loan Fund and the mortgage guarantees offered through the Economic Development Authority.

Because of the interest in these two aid programs and because they scale down the thorny problems of financing new industry, the pool of money should be augmented, the report said.

In a move to encourage maximum participation from private investment, the report proposes creation of an Indiana Community Development Commission to be the catalyst for industrial and community improvement and expansion projects.

The commission could issue revenue bonds, acquire property, construct or renovate facilities, and lease or manage projects that would contribute to economic growth.

That could include involvement in industrial, commercial, manufacturing, educational, recreational and cultural facilities, as well as certain housing projects.

One section of the bill pointed out that improvements in recreational, cultural, educational and residential facilities are important considerations in local growth potential because the quality of these services is one of the factors that will attract workers to an area—or keep them there.

The commission would comprise six members, two of them ex-officio. They would serve without salary.

A number of Indiana cities and counties have been compelled to forego needed improvements in governmental facilities because they lack the monetary resources to get the job done.

Another legislative proposal would implement a capital improvements fund that would be the basis for loans to municipalities for capital improvements. Maximum pay-back period would be 10 years and the loans could be used for construction and improvements to governmental offices, fire houses and certain other city-operated facilities.

Promotion of tourism on a regional basis would be undertaken if a bill setting up a Tourist Information and Promotion Council is adopted by the General Assembly.

The council, backed up by promotion money and a system of regional organizations, would stimulate tourism as an industry through matching grants. The regional organizations would fashion promotion programs keyed to the special attractions within their respective regions.

Ten regions would be defined and the regional organizations would be made up of persons appointed by local governments in the counties involved.

Landmarks and Consumers

Another piece of legislation with impact upon tourism sets out procedures for presenting historic sites.

In a time of sweeping changes in the development of cities and transportation systems, many historic structures and lands are threatened by the wrecking ball and bulldozer.

Local historic preservation commissions created by this bill would be in a position to preserve and restore areas and structures of historical and cultural significance. The commissions could operate historic sites for public use.

The commissions would be encouraged to approach the protection and expansion of historic sites in a manner that would develop them as valuable community assets.

The consumer affairs proposal is the result of a year-long trial program by the Department of Commerce.

Its survey of consumer attitudes and problems found that government could perform valuable services in the realm of consumer education and information. The Department of Commerce created a Consumer Advisory Council last autumn and a not-for-profit consumer education corporation was formed under its auspices.

Under the bill, an Office of Consumer Affairs would be created within the Department of Commerce. It would have no regulatory functions but would serve as a clearinghouse for consumer complaints and the source of educational information.

The advisory council already is embarking on consumer education projects.

(The General Assembly also will consider legislation creating a Uniform Consumer Credit Code for Indiana and a proposal for a regulatory consumer agency within the attorney general's office.)

(Continued on page 16)

Indiana Through a Telescope

By Sally Newhouse

INDIANA HAS unmet needs, untapped opportunity, and economically unbalanced regions.

These three features were illuminated in early December at a State Division of Planning symposium attended by 35 civic, business and professional leaders, and local and state government officials serving as advisors to the department. Purpose of the convening was to discuss state and local needs. Entitled "Dimensions '70" the symposium was called specifically to learn from leaders within the various regions of the state about the needs of those regions and to hear suggestions for fulfilling present or expected needs.

Between the northern and southern regions, it seems southern Indiana—generally regarded as that part of the

state located below the latitude intersecting Indianapolis—claims the greater urgency for planning improvement. Neither half of the state has an economic balance between the rural and urban communities, but economically the industrial north is generally sounder than the rural south. In other words, both regions have productive economics, but the balance in the state between urban and rural sections presently shows the northern region with more industry than farms and the southern half



Jack Wood

with more farms than industry. Ideally, each region should have a balance between the two, but even more than farms in the north, the state needs more industry in its southern half. Overall, there is a need to maintain and strengthen the present economic balance in both areas. This would include the need to intensify agriculture in the north. However, according to chief administrator of state planning Jack Wood, the state maintains a good balance between industry and farms, although the individual regions do not.

To maintain rural-urban balance, the state needs to see improved public services, particularly roads, in the rural areas. Also, some of the symposium members suggested development of so-called satellite communities and regional employment centers around existent viable, average-size cities of thirty to forty thousand. Concomitant with developing some small rural areas is the practicality of stabilizing others—some simply have lost their function and resultant economic base.

Basic to state planning, says Wood, is a statewide land-

use study—the use of land determines the consequent needs for profitable, far-sighted development. But federal monies and priorities have overshadowed individual state exigencies, and the effect has been no land-use study to date.

Over the past five years, according to Wood, the federal government has mandated studies, in many cases, leading to actual construction and development, that assume priority position on the list of "things to do." Since two-thirds of Planning's monies precipitate from the federal till, perhaps it is understandable federal experts might attempt to decide what in Indiana needs planning and improvement. Still, Wood says the state really has "top-list needs that pre-empt—or should—the federal government's directives." In Wood's words, "We've been reacting to federal programs. We need to re-think our needs . . ."

Contrary to frequent identity, the Division of Planning does not determine final goals for the state or its localities to effect. Elemental to the Division is drawing up a prospectus of alternative plans. The planning staff conducts studies, co-ordinates agencies, and offers experienced guidance. The federal government, the governor and/or the state legislature ascertains the definitive goals—the specific, over-all effect for the state.

Mr. Ted Schulenberg, director of the Division of Planning, summed up the foremost responsibilities of state planning: "1) to articulate goals and objectives for the development of the state; 2) to identify and analyze significant development problems and opportunities facing the state; 3) to propose and recommend to the executive branch and to the legislature alternative courses of action to be taken by the state to solve the problems or realize the opportunities."

To help planners determine the state's resources and socioeconomic trends, and to help make projections, the Department of Commerce in association with the Bureau of Business Research of Indiana University has developed an information retrieval system. Right now, the socioeconomic data in the retrieval system is available for all 92 counties, the leading city in each county and the 11 standard metropolitan statistical areas that include Indiana. Eventually, data will include all Indiana communities over 5000 population.

The intention is to extend the information in the data retrieval bank to the state's developers, industries, Chambers of Commerce and other appropriate sources to determine the best use of Indiana's potential. The December symposium "Dimensions '70" was another effort to do just that—to determine the best use of Indiana's potential. Similar discussions are now being scheduled to identify specific priorities in the various areas of the state.

ACCOMPLISHMENT!

By Bill Watt

Although the national economic growth situation was at its dreariest in a decade, the Indiana Department of Commerce broadened its programs of development, promotion and analysis. The department operated at a record level of performance during 1970.

These are highlights of its accomplishments:

- A statewide hard-sell promotion campaign that made Hoosiers aware of the importance of industry to the state's economy.

- An eye-catching tourist program geared to localities.

- New projects that set the stage for state planning throughout the 1970s.

- A changed emphasis on international trade that was attuned to the special needs of small companies.

- Enough new economic development publications to fill a bookshelf.

Tight money, strikes and an uncertain national economic outlook slowed the pace of industrial plans for expansion during the year just ended. The department's Industrial development division noted that the number of requests for information about plant sites fell off roughly 7 per cent from the 1969 volume.

However, the acquisition of new industries and instances of business expansion remained substantial, underscoring the stable and growth-oriented nature of Indiana industry.

The industrial development staff marshaled the aid of computers to assist its information services. A data retrieval system—fashioned by Indiana University's School of Business and Aerospace Research Applications Center—was instituted and now serves as a quick-reference guide for industrial prospects who seek in-depth data on Indiana cities. In addition the data bank is useful in planning and analysis because it permits comparisons among cities thus facilitating a company in its decisions of where to locate a new plant.

Inadequate community financing resources often have been a hindrance to local ambitions for new industry. To induce new industry, the department explored financing techniques—especially revenue bonding which the federal government helped make a more attractive money-raising device removing some roadblocks to its effectiveness.

Financial experts explained features of revenue bonding at a day-long seminar in Indianapolis. In turn the department has followed up by contacting investment brokers

throughout the state to determine which ones are interested in working with local economic development commissions to handle revenue bond issues. A number of counties are now setting in motion revenue bond programs for industrial development.

The Department of Commerce foresaw the need to establish a greater public awareness of industry's impact on local prosperity. That message was conveyed in a statewide promotion campaign that employed newspapers, motion pictures and specific recognition events.

A series of newspaper advertisements expressed the value of industry in terms of payrolls, tax revenues and additional customers for retail merchants. A 28-minute widely-circulated film was shown throughout the state both privately by organizations and publicly on many television stations. The film was designed to illustrate in layman's terms the benefits Indiana has received by having a strong economic base of industry.

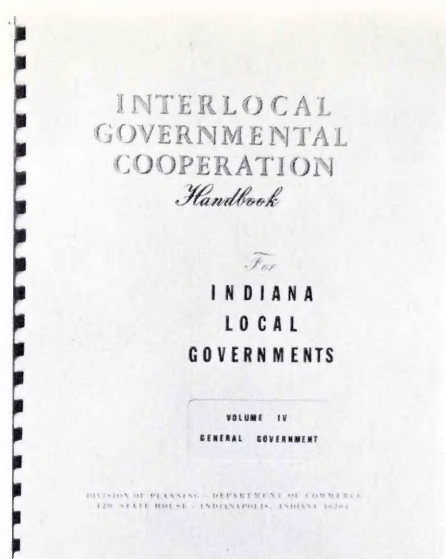
Private enterprise joined in the promotional campaign. Companies sponsored exhibits of Indiana-made products at the state fair's industrial exposition. The exposition, which occupied the main floor area of the Manufacturers Building, featured a display by the department and continuous showing of the industry motion picture. The department's sprightly-paced tourism film also was presented. Then on September 2 Hoosier business executives were honored with special programs at the state fair, including the first lieutenant governor's dinner which recognized hundreds for their economic achievements.

During 1969 the departmental staff concluded that Indiana's long-term industrial prosperity could be enhanced by a full-scale program of economic analysis and subsequent action that would isolate specific problems or advantages that weren't being fully exploited. That analysis and action began taking shape in 1970:

- The department's Planning Division joined with the U.S. Department of Transportation in carrying out an estimate of state transportation needs as part of a national survey to determine priorities in transportation development.

- In conjunction with the Aeronautics Commission of Indiana, the department undertook a state survey of aviation facilities. It drafted recommendations to upgrade Indiana airports so they may keep pace with the require-

Pictures on this page show examples of publications put out by divisions in the Department of Commerce. To the right is a publication from the Division of Planning and below, from the Division of Industrial Development.



ments of new industry, and the demand for air commuter service.

—The Planning Division moved into the main phase of a state and regional economic analysis which it is carrying out with help from Indiana University. The report and recommendations are scheduled for release later this year. It is expected the survey will offer detail on each of the state's 14 economic regions including population growth, employment, income and industrial development activities and potentials. Dovetailed to that survey is one on housing needs.

Besides planning on the state level the Planning Division is the clearinghouse for federal and state assistance to local planning projects. During 1970, the Division worked as a catalyst in availing federal and state funds to 19 cities so that they could develop comprehensive local plans.

—Publications by the department's Division of Economic Research made important contributions to the quality of background information on Indiana and its economy.

One report projected population growth patterns for the next 15 years. It has been a valuable tool for retail and service industries which must plan well ahead for expansion. The population projections also provided clues to future levels of available labor in the state.

One book written by Basil Kafiris, the department's economic research director, evaluated Indiana's performance in manufacturing from 1958 to 1967.

It showed that Indiana's manufacturing growth is ranging well ahead of national increases, especially in terms of new employment, payrolls and capital expenditures.

But in Kafiris' compilations, a continuing and mushrooming trend was revealed—an Indiana trend toward predominance of durable goods industries. These "heavy" industries are the mainstays of Indiana's economy. The report pointed out they are also more sensitive to economic ups-and-downs than are other types of industries. Therefore achieving industrial diversification was stressed as one long term goal for the state.

The Division of Economic Research also published these studies:

INDIANA RESEARCH FACILITIES DIRECTORY—a catalogue of the type and extent of industrial and governmental research installation and projects in the state.

INDIANA ECONOMIC REPORT AND FORECAST—Indiana's economic outlook through 1971, keyed to the job market, plant and equipment expenditures and personal income.

SURVEY OF RETAIL TRADE—An analysis of growth patterns, employment levels and payrolls in Hoosier retailing.

INDIANA AND WORLD MARKETS—A general guide for Indiana companies considering initial ventures into selling abroad.

THE PROCESS OF COMMITMENT TO FOREIGN TRADE—A guide for businessmen in examining potential trade opportunities.

NEW AND EXPANDING INDUSTRY 1969—A report on industrial gains during 1969, as well as employment and industrial planning statistics.

In addition, the Planning Division published the Indiana State Services Catalog, an agency-by-agency listing of state governmental programs and services, with requirements for eligibility.

Utilizing trade specialists, publications and a series of successful seminars, the Division of International Trade stressed involvement by small companies in foreign trade ventures.

Scores of Indiana companies manufacture products that are saleable abroad, but many have been reluctant to take the plunge because they fear they lack the marketing know-how.

The international trade staff—aided by experts from universities, banks and major corporations—familiarized executives of small corporations with the techniques of trading in other nations. Participation in department-sponsored seminars resulted in decisions by some companies to develop commercial ties abroad. (However, the volume of foreign sales by already-engaging Indiana companies is sizable—the state ranks ninth in the nation in dollar value of manufactured exports. The 1969 value of goods exported from the Hoosier state amounted to \$998 million, up from \$660 million in 1966.)

The Tourism Division distributed 285,000 brochures published by the Indiana Department of Commerce during 1970. In addition, 150,000 publications by communities or private tourist attractions were channeled by the department to prospective visitors.

INDUSTRIANA



Success in Anderson

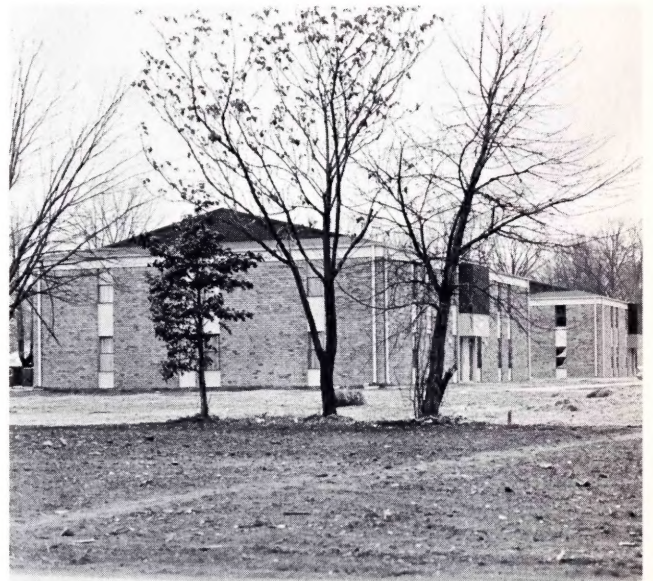
By Jim Cook

This fall a long time dream and a true community effort culminated—Allen Chapel Apartment Complex for low and middle-income families opened in Anderson, Indiana. The idea for the project was conceived by Rev. William Sampson Nelson of the Allen Chapel A.M.E. Church. A little over a year elapsed from the first thoughts of such an undertaking to the actual groundbreaking.

The first phase of this projected four-million-dollar apartment building program opened last February. Expressing the general feeling about the project Rev. Sampson remarked during the opening festivities, "This demonstrates what human relations in action can accomplish."

The Allen Chapel plan to provide low cost housing evolved in four major steps: 1) The Allen Chapel A.M.E. Church, led by Rev. Nelson, incorporated the Allen Chapel Terrace Estates as a non-profit organization; 2) Local business and industry, through the Anderson Chamber of Commerce, backed the program with gifts totaling \$18,000 including \$10,000 from G.M.'s Delco-Remy and Guide Lamp Divisions and a \$2,300 gift from the Park Place Church of God; 3) Lilly Endowment Inc., in Indianapolis, made a \$20,000 grant; 4) All of these funds were used to develop the program, secure land options and provide the necessary planning to present to the Department of Housing and Urban Development to obtain F.H.A. financing.

As financing and planning for the project were being made and tendered, a supportive services program was also pushed forward. The supportive services are aimed at improving and upgrading the social environment of families housed by the Allen Chapel Estates organization. In operation now are a day-care center for working mothers, speech classes and small business administration counseling classes. This past summer Allen Chapel held employment



AFTER

clinics for the unemployed and the underemployed, and served as a clearing house finding jobs for 301 young people in a Summer Employment Clinic spearheaded by city administration, NAACP, Anderson Urban League, Allen Chapel and the Chamber of Commerce. Opening in September were two training programs for clerical personnel and the building trades. Original plans provide for 30 trainees to study in each area with the project expanding according to demand.

Usually the course followed in building low-cost housing is characterized by going to a densely populated area, tearing down the existing houses and building close to the same number of new homes while scattering the population throughout the city. This was not the case with the Allen Chapel Project: only nine structures, three of them about the size of large garages and only two in fair structural shape, were torn down to make way for the new apartments. The rest of the land was already vacant.

The first 60 units, financed by a \$925,000 F.H.A. loan, were occupied in September. Only twenty per cent of the families in the housing project are on a rent subsidy basis (meaning they pay rent in proportion to their income). All applicants are thoroughly screened before they can move into the apartment complex. There is a limit on the number of people who will occupy the various size apartments. Each unit is made up of four apartments, two down and two up. There are more than adequate laundry facilities and generous playground areas for children of the tenants. The elementary school is across the street and buses transport the older children to Jr. High and High School.

Completion of the proposed 200 unit project will take place as additional financing becomes available.

Perhaps the following quotation is an apt example of the consensus toward the Anderson project: "This is an outstanding example of what cooperative efforts of government, business and industry and private citizens dedicated to an objective can accomplish."



BEFORE

Orphans Are *Dazzled*

By Debbie Tower

Squad cars and jail buses, sheriff's deputies, disc jockeys, and a group of flashy girls arriving *en masse* at an orphanage would, under normal circumstances, create quite a commotion. But, on Friday, December 18, the arrival of the legendary jolly old gentleman-dressed-in-red explained the occasion. Indeed, the Indianapolis Protestant Children's Home, site of the activity, was having a Christmas party. The Tourism Division of the State's Department of Commerce joined the sharing and gaiety—Santa's staff of smiling helpers was bolstered with eight Tourism hostesses. Sheriff's deputies portrayed all characters except for Popeye.

Waving from his seat as his helicopter circled the outfield of the orphanage's baseball diamond, Santa Claus prepared to descend. Once the helicopter landed, it was all the deputies could do to keep the smaller children from pulling Santa out head and shoulders first. Despite a minor problem of getting through the door, Santa Claus was able to regain his balance and lifted one little girl into his arms. Giving him a kiss on the cheek, she said, "This is my daddy." Immediately enthroned by children, Santa was greeted with such questions as, "What happened to you reindeer?" and "Well, Santa, how are you?"

In this way the Marion County Sheriff's Department began its Christmas program for the children who reside at the Protestant Children's Home. Lt. Jim Wells coordinated the affair. "It's something we like to do for the kids," he said. "The staff at WIBC (an Indianapolis radio station) publicized the event and, consequently, several organizations joined in." A local Ford dealer offered two van trucks and drivers and a Dodge dealer provided a travel-all. All the vehicles were used to carry the gifts to the orphanage.

After moving the group inside to the gymnasium, the children were seated and entertained by the costumed Ritter High School Singers. For the teenagers the Light

Touch Swing Band played songs including "Cherish," and "Aquarius."

Popeye, in true character with a corncob pipe in one corner of his mouth and spinach in hand, flexed his muscles and cavorted with the smaller boys, while Santa Claus talked with and listened to as many of the other children as he could reach.

As the girls from the Tourism Division distributed pinwheels and Indiana state flag pins, the side door of the gymnasium flew open and the Keystone Kop burst in, blowing his whistle and chasing Popeye through the aisles amid shouts and laughter from the youngsters.

Coming to the rescue was Santa Claus and after all were calmed, Santa, the girls from Tourism, the radio staff members, and members of the Ritter singers distributed gifts to the wide-eyed children.

A quiet observer, Doc, the chimpanzee from the Indianapolis Zoo, sat on top of the piano and consumed three cherry lollipops to the young viewers' amazement and delight. Larry Hanes, Doc's trainer, remarked that Doc had napped during the morning so that she might join in the fun that afternoon.

As the party neared its end, sheriff's deputies wheeled in bicycles and tricycles and unloaded games, puzzles, stuffed animals, comic books, and hobby horses. Ice cream and cake were served as the perfect finale.

William Ellis of Spencer, Indiana, who volunteered his services as Popeye, said, "It was a great pleasure. Seeing these kids so happy makes me want to cry."

Also attending were Sheriff Lee R. Eads and Fred Heckman, news director at WIBC. On hand from the Division of Tourism were John K. Snyder, Jr., Michael Organ, Larry Hoefling, and eight of the tourism girls.

On December 16, two similar programs were presented by the Indianapolis Sheriff's Department and the above-mentioned cooperating agencies at General Hospital children's ward and Riley Children's Hospital.

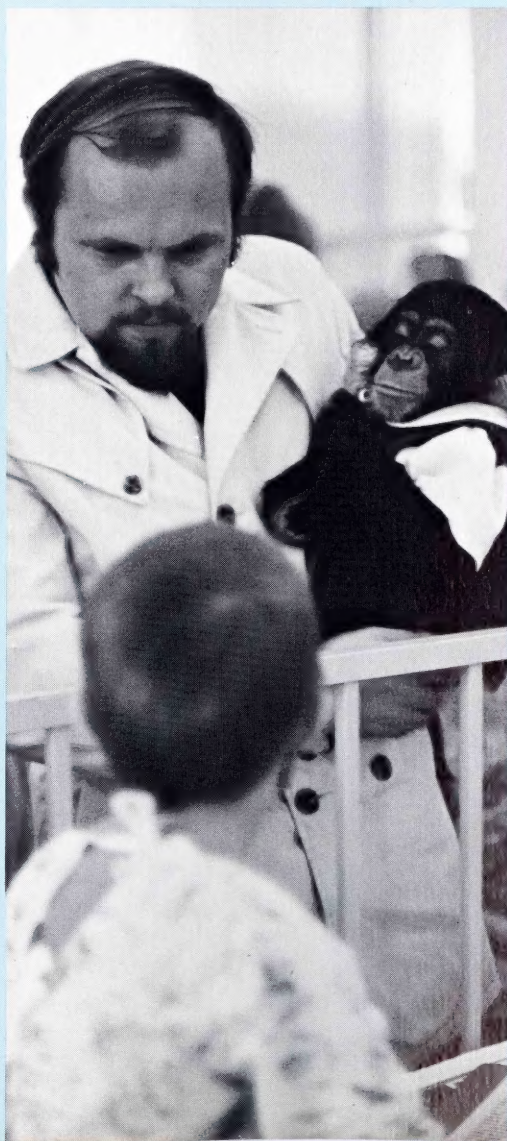
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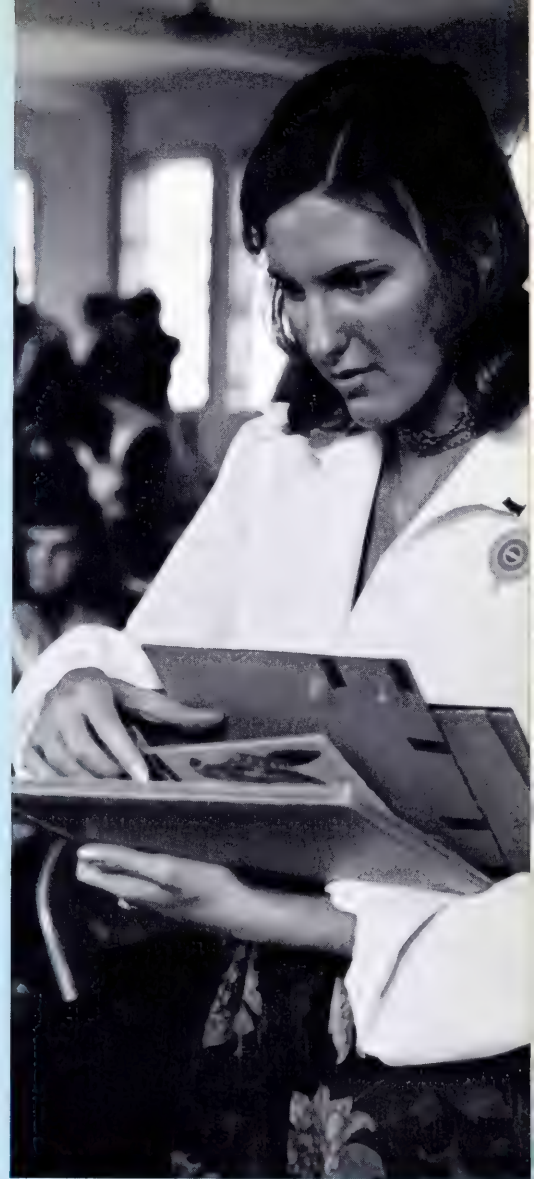
Christmas Kindness



The Christmas season tends to soften the conscience and emotions made hard by hectic pace and habitual pressure. And that special time of year coupled with the thought of homeless or sick children can often touch some persons so much that they give willingly of their time and money.

The pictures on these two pages show Tourism girls, Marion County Sheriff's deputies, and other volunteers personifying the Christmas spirit as they extend their arms, their gifts, their hearts to patients of Riley Children's Hospital and the Protestant Children's Home in Indianapolis on December 16 and 18.





PHOTOS BY
MACKLIN THOMAS



COLLEGE REVITALIZES COMMUNITY



Al Capone and Diamond Jim Brady are likely seldom if ever associated with West Baden, a once deserted town in south-central Indiana. Yet, at one time West Baden was celebrated as a health resort, especially for its mineral springs. Prior to the thirties, the West Baden Springs Hotel was a substantial source of income to its community, the smallest of four towns in Orange County.

The depression of the thirties ended the golden era for West Baden. The once acclaimed hotel was forced to absolve its purpose as a viable resort and became for the next thirty-two years the quarters of a Jesuit order. Economically, West Baden was reduced to a ghost town—its businesses seemed to dissolve, and finally the town's only school was forced to close its doors.

Today, the census takers in West Baden can survey the community in a day but as a result of a new development, the residential population is increasing and West Baden's economy is continually improving. This encouraging reversal began three years ago when the former ghost town was marked as the site for a vocational college. The name of the school accountable for the economic rebirth is Northwood Institute. Altogether there are three Northwood campuses; the others are located in Midland, Michigan, the headquarters for all three schools, and in Cedar Hill, Texas, a suburb of Dallas. In addition, there are also a research center and three extensions, two of which are located in South America. All of this accomplishment has taken just slightly more than 10 years.

All Northwood colleges are business-oriented institutions. Though students are required to take half of their course hours in the liberal arts, they simultaneously begin to study the business and technical courses of their major. This early exposure to practical technical knowledge gives the students immediately marketable skills.

Northwood Institute offers the Bachelor of Arts degree in business administration and associate degrees in advertising, hotel and restaurant management, fashion merchandising, business management, secretarial science, theatre arts, retailing, marketing and automotive marketing. Besides offering occupational education, the institute

extends to its students extracurricular opportunities like sports, that are customarily found at traditional liberal arts schools.

Dr. James A. Conrad, chairman of Northwood's upper-division business administration department and a former resident of West Baden, pointed out the economic impact the "now college" has had on the community. He said in the beginning there was a small housing boom as faculty members built new homes and renovated others. Then local retailers expanded their small enterprises; others invested in totally new facilities and economic adventures.

Dr. Conrad added, "The economic upswing in West Baden came about not only by money used to renovate the great hotel and the annual college budget of nearly a million dollars, but the students' contribution as well. These students produce a lot of spending power. I have found through survey that the average student spends \$98.00 a month in the community on car upkeep, records, laundry and clothes."

A good indication of the economic impact Northwood has had on the immediate community can be found in these statistics released by the Department of Administration. Over the past three years total income has increased by \$1,039,478, net growth in business has jumped from 128 to 141, new jobs at Northwood and in complementary business establishments now exceeds 70.

Northwood's greatest contribution to the area may be its local graduates. More than 100 students of the 400-member student body drive to school daily from a radius of 50 miles. They have been able to get a college education for about \$1000 a year. Thus the new college is helping to plug the "brain drain" which customarily results in depressed areas when college students move away, first for an education, then for a livelihood.

Thanks to the progressive planning of the Northwood Administration, the willingness of the students to adapt themselves to the curriculum and the overall acceptance of the college by the local townspeople, West Baden now blushes a revitalized economic complex.



"Tourism Goes To Purdue"

By Debbie Tower

For over twenty years the Student Union of Purdue University at Lafayette has hosted an international program, "Around the World at Christmas." This year's presentation was held December 13 beginning at two o'clock and continuing throughout the afternoon and evening until the last visitors departed shortly after nine o'clock.

Comprising a major part of the program were the various exhibits illustrating the twelve countries represented, including the United States. But not to be discounted were the candle, Railroad Club, and Purdue Memorial Union Foods displays, international films, storyland specials, and, of course, Santa Claus and his reindeer. A concert by the Brass Choir of University Bands given during the afternoon and three performances, one the following evening, of the Thirty-Seventh Annual Christmas Show drew crowds greater than expected.

Each group of foreign students arranged its own exhibit and supplied materials useful to inquirers, although in some cases, additional material was prepared by various embassies and consulates. The objective of each exhibit was to acquaint those browsing through with the cultural, social, educational, and religious features of the country. Equally important were the geographical and historical presentations, though the entire program was non-political.

Stuart Irwin, a graduate student in astronomical engineering, was largely responsible for the introduction of the United States exhibit. He felt that since foreign students would be presenting their countries to Americans, it was important that they be given the opportunity to become as familiar with America. He further believed that Indiana, as the host state, should be appropriately represented.

Irwin contacted John K. Snyder, Jr., Director of the Tourism Division of the Indiana Department of Commerce and through Linda Jester, Assistant Director of Tourism, arrangements were finalized for Genie Helish, Peggy Howard, and Linda to represent Indiana. They took with them the thirty foot exhibit depicting the varied facets of life in Indiana. Answering questions and distributing literature about Indiana consumed much of their time. Based upon the number of brochures handed out, the three talked with over 1000 people, and measured their day at Purdue a real success.

Other state exhibits are planned for the remaining state colleges and universities.

A CONSUMERS' GUARDIAN

By Sonya Saunders

Consumer Advisory Council

The consumers of Indiana have a state guardian of their rights.

Articles of Incorporation were filed last month creating the Indiana Consumer Advisory Council, Inc. The council, a not-for-profit corporation, has been formed through the efforts of Lt. Gov. Richard E. Folz, to aid the consumer in voicing his opinions.

The Board of Directors, consisting of persons throughout Indiana involved with consumer affairs, includes:

1. Mrs. Stephen Hewlett, Indianapolis
2. Miss Lyn Goossens, Indianapolis
3. Mrs. Irma Scotten, Indianapolis
4. Miss Janice Breimer, Evansville
5. Mrs. John Lindeman, Munster
6. Mrs. Donald Brown, Hillsdale
7. Mrs. James Weller, Bloomfield
8. Mrs. John Feiock, Corydon
9. Miss Henrietta Rhode, Shelbyville
10. Miss Linda Garringer, Marion
11. Mrs. Bill Combs, Mulberry
12. Mrs. Harold Miller, Anderson
13. Mr. Van Barteau, Indianapolis
14. Mr. Steve Coons, Indianapolis
15. Miss Sonya Saunders, Indianapolis

The organizational meeting was held January 7, 1971, in Indianapolis. Activities discussed by the Council included *collecting* information from Indiana residents on buying and selling practices, *surveying* major consumer laws in Indiana and *disseminating* information to aid consumers in becoming more aware of practices within the marketplace.

The council will enlist the services of concerned businesses, associations, governmental agencies and individual citizens in implementing programs designed to protect the interest of consumers.

Office of Consumer Affairs

The Office of Consumer Affairs within the Department of Commerce, will coordinate efforts of the council. An immediate project of the Office is to compile a summary of all laws and agencies involved with consumer activities.

Citizens, in this case as consumers, have the right to all consumer information whether it involves credit, dry cleaners or hauling rates. There is an abundance of laws and agencies to provide this information, but normally the consumer is baffled when he needs to locate the proper agency to receive his inquiry, complaint or suggestion, and consequently, often he does nothing about his concern.

The foremost responsibility of the Office is to channel inquiries to a sufficient solution by the most direct means and to publish a complete consumer-related listing.

Inquiries, especially well-founded complaints, help to keep governmental agencies informed of public needs and of their own shortcomings. Repeated questions often induce the publication of booklets and pamphlets with useful consumer information.

Matters related to weights and measures inspection, sanitation and public health inspections of public eating places and food stores, building inspection and construction standards are usually handled on the municipal or country level.

State agencies regulate such things as consumer credit controls, utility and local hauling rates, banking and insurance, the safety and occasionally the price of milk, real estate selling, the price and distribution of alcoholic beverages, and in some states television repairs, dry cleaners, dance studios and burial services.

What about the consumer services in Indiana? Well, right now there is only one agency specifically equipped to help the consumer, that is the Office of Consumer Affairs. This office is presently working with the Attorney General's staff and the Legislative Council to determine how each state agency can assist the consumer. In the case of a consumer wanting to write directly to a state agency, he should also send a carbon copy to the Consumer Affairs Division in the Department of Commerce to keep the consumer office informed of consumer problems and interest.

The Consumer Affairs office cannot intervene in civil disputes between buyers and sellers; it may act only as a source of information. But the office is committed to relating consumer concerns to state regulatory offices and legislative sessions of the General Assembly. The Consumer Advisory Council is particularly important in relaying the Indiana consumers' views to the proper people who in turn can effect constructive change.

To increase active consumer awareness, similar advisory councils are anticipated on the county level to encourage local citizens to deal with, and perhaps even solve, local consumer problems. Whether a county council or the State receives a consumer inquiry, all consumer related concerns will be relayed to the state office. Hopefully, all these efforts will result in consumers working together, voicing their common goals in a unified effort, and will therefore foster consumer education and legislation.

For further consumer information or to file any consumer complaints please contact:

**The Office of Consumer Affairs
Department of Commerce
Room 336, State House
Indianapolis, Indiana 46204**

Organization of a Firm's Export Department

By Basil Kafiris

*Director, Economic Research and International Trade Divisions
(Sixth of a Series)*

Establishing a separate export department as an autonomous entity is a concrete step toward a complete organization of export business. In this case, the export manager, who is the head of the export department, becomes responsible for all the export activities of the company with his four export divisions: marketing, finance, transportation, and accounting.

Export Manager

The export manager is a man with practical experience and education in international trade and business as well as with previous knowledge of all aspects and functions of the company. He recommends export policies and goals, coordinates the activities of the export divisions, is the chairman of the exports committee and reports directly to the president of the company. He must be a good administrator. He must also travel quite often in different countries for personal contacts with distributors, consulting companies, international institutions and agencies, etc., in order to gain direct knowledge of social, economic, and political conditions of the different countries in which his company operates or plans to export.



Basil Kafiris

Assistant Export Manager

The assistant export manager assists the export manager of the company in all aspects of export operations. He is a man with a similar background to that of the export manager. With the export manager he takes care of the correspondence and the paper work, and he supervises the department when the export manager travels abroad. Sometimes he is recruited from the domestic sales division and he learns export procedures under the export manager. Other times he is a "college man" with education in international business and learns the practical aspects of exporting in the export department.

Export Marketing Division

The manager of this division sometimes is called export sales manager or export advertising manager. Under his supervision, the export marketing department collects and analyzes export information and reviews foreign markets to see which shows the best prospects. Also, the division works toward determining the appropriate channels of distribution abroad, the appropriate media for advertising and, in general, for reaching, effective methods for better promotion of exports. This department undertakes extensive research in selected markets to determine the market, sales, and segment potentials for the com-

pany's products. Also, the export marketing department in cooperation with the other export departments, and especially with the finance division, plans the export pricing strategy, which can be a difficult, perplexing job.

Export Finance Division

The finance function of export operations is carried out by a man qualified in international finance who understands the international financial environment such as the overseas currencies, the rates of exchange and, in general, the state of foreign money, and capital markets.

The export finance department works on different projects to determine the effect of various costs such as shipping, advertising and so forth, on the profitability of exports, and the rate of return to the company's investment. The department makes recommendations for the credit policies, collection procedures, and commissions to be paid to different agencies, salesmen, and other persons who work in the promotion of exports overseas. The department also collects credit information about overseas customers, establishes criteria for the extension of credit and collaborates with banks on the manner of handling letters of credit drafts and other instruments of financing.

Export Transportation Division

The services of the traffic or shipping department as it is called quite often are a decisive factor in the success of the company's export business.

Export traffic is complex and unusually difficult. The merchandise must be delivered overseas safely, by the cheapest means and according to the time schedule. Consequently the high cost of freight and the delivery time are vital factors in determining the profitability of exports.

The department evaluates all the existing export traffic alternatives in terms of costs and time, taking into consideration also comparative advantages of ports, shipping hazards, safety and packing requirements, insurances, etc. Necessarily then, the traffic manager must have experience with transportation problems, and the ability to handle time tables and complex documents, some of them in foreign languages.

The Export Accounting Division

The export accounting division prepares statements such as export cash inflows-outflows, export commission, overseas bad-debt losses, etc.

Also the department keeps a record of all the export expenditures, watches carefully the budgets, and handles the special overseas taxes on the export sales of the company.

Greencastle Gains New Industry

The Industrial Development Division of the State Department of Commerce has been at work—and is seeing concrete results.

The Lobdell-Emery Manufacturing Company has begun construction on a new plant, thanks, in part, to the Industrial Development Division. Plans call for actual production to begin in May of 1971. This expansion, by the Alma, Michigan, based company, will mean an additional 40 to 50 jobs in the Greencastle area.

Lobdell-Emery is the prime supplier of metal stampings, trim, weldments and assemblies, plus aluminum anodizing and various plated finishes for the Ford Motor Company.

According to Bob Richardson, vice president in charge of sales for Lobdell-Emery, Greencastle was selected for the site of the new facility mainly through the efforts of the local Chamber of Commerce in cooperation with the Industrial Development Division of the Department of Commerce. Industrial priorities including sewage facilities, water, gas, and electricity were already available. The 40-acre Indiana site was favored above several other possible locations in Indiana and surrounding states partly because of Greencastle's community similarity to Alma. When completed, the new plant will contain from 60 to 80 thousand square feet.

Richardson pointed out that top officials from Lobdell-Emery were favorably impressed with the friendliness and cooperation received from the business community and government.

Future plans call for the expansion of the Greencastle operation into the plastics field within the next several years. Though the actual cost of the new plant is, at this point, undisclosed, 2 to 3 million dollars is the total projected estimate.

Legislative Recommendations Cont'd

The "*Indiana—The Center of Things*" theme was carried in national magazine advertisements and brought to the public eye through distribution of the department's tourism film. Indiana was represented at seven national travel shows and the tourism staff plugged Indiana's attractions right here in the state, giving dozens of speeches and making frequent radio and television appearances.

A 1970 innovation involved placing of mobile tourist information centers at strategic spots along through highways. Summer interns manned four units which operated at nearly 200 locations throughout the state. The mobile stations were set up for one or two-day periods at interstate highway rest stops, major intersections, state recreation areas and community festivals. The idea was to convince out-of-state travelers to linger in the state.

More than 50,000 brochures on Indiana tourism were distributed to passers-by. All efforts determined the operation so successful that it will be expanded in 1971.

Departmental involvement in economic growth projects was by no means limited to those under its direct control. The northwest Indiana jetport and the proposed port on the Ohio River are two development projects of prime importance for the state's future. Department personnel assisted other agencies and local groups in establishing momentum to get those goals accomplished. The department also performed a valuable "catalyst" role with other agencies of government and with industry to help resolve problems in the areas of taxation, transportation, pollution and governmental regulation.

In the wake of months of study and consultation, the department, in its continuing strides to spur Indiana's economy, is recommending a package of economic development legislation to the 1971 General Assembly.

Enjoy Indiana— Write Tourism Division

Part of the Tourism Division's responsibility of promoting Indiana involves the publication and distribution of literature about Indiana's recreational facilities and activities. Several changes have been made in the brochures to improve understanding and enlarge circulation.

A compilation of the golf, camping, and lake and stream pamphlets into a single brochure entitled *Indiana Outdoor Activities Guide* is expected to be more convenient for the traveler. The new brochure is similar to the Indiana highway map in shape and folds out to list rules and regulations of the various areas. Also included is a mileage chart providing motorists with distances and locations.

A new, revised Calendar of Events for the first six months of 1971 offers Hoosiers and tourists a day by day account of significant concerts, plays, art exhibits, fairs, and sporting events. Information giving specific locations and schedules are included along with whom to contact for further details.

This year's Historical Guide has undergone several changes. In this brochure the Tourism Division has prepared a historical résumé of each of Indiana's 92 counties. Approximately one half of the counties' Chambers of Commerce sent corrected material to the Division of Tourism, resulting in a more informative and descriptive brochure. All photographs are in color.

Recently introduced by the Tourism Division is a new Guide to the Indiana State Capitol. Its purpose is to enable those touring the state house to do so of their own volition and at their leisure. The new brochure resembles a folder with color pictures on the front and back cover, and inside. Also found inside is a floor plan of the state house and a numbered reference of the offices and chambers.

All pamphlets are sent free of charge upon request. Do not hesitate to request any materials.

(See inside back cover . . .)

Federal Officials Advise on Economy Of Crane Depot Region

A team of federal officials which toured counties surrounding Crane Naval Depot in Martin County have issued recommendations to help cushion the area's economy against the adverse effects of a phase-out at the ammunitions plant. The report, released at mid-December, also touches upon long-term goals for the region.

The Navy Department has paid 2,200 employees from the installation's payroll during the past 16 months. The Navy facility is the largest single employer in an area encompassing Lawrence, Greene, Martin and Daviess counties.

The team concluded that the region has a number of shortcomings that must be corrected if it is to compete for new industry and generate economic growth.

Primary liabilities are an inadequate road system and limited industrial sites, the report said. It noted that development of industrial sites is costly because of rugged terrain, periodic flooding and underlying geological formations.

The economic situation could be turned around if local governments and business organizations—helped by state and federal agencies—come up with full scale development in these categories:

TRANSPORTATION: The region needs roads designed to eliminate the problems of inaccessibility, high shipping costs and slow movement of goods. Urban bypasses around such areas as Bedford and Washington might serve to expedite traffic.

HUMAN RESOURCES: Extensive program of vocational and technical education should be implemented.

COMMUNITY FACILITIES: Basic municipal water and sewage facilities should be improved. A chronic housing shortage should be rectified. Community planning programs should be more comprehensive.

TOURISM AND RECREATION: The area has great tourist potential but highways must be improved and tourist accommodations must be developed. If a greater variety of attractions are made available and properly promoted,

they will enhance the existing natural attractions.

The report called for creation of a center for economic development—staffed by professionals—to coordinate the planning, development and promotion of economic assets in south central Indiana.

Eight States Co-operate For Tourism

Indiana, like every state in the United States, belongs to a regional group of states whose joined concern is promoting their combined area as a "travelers' must." Our Hoosier state belongs to the Mid-America travel group, consisting of Illinois, Iowa, Michigan, Minnesota, Missouri, Ohio and Wisconsin besides Indiana.

Mid-America's objective is to sell the state region as a unit, to promote the area both for conventions and vacations. Various advertising schemes will be used with the folders. For instance, inside the folder cover is a map of the eight Mid-America states. All interstates are marked and each state shows its five major cities. To allow for and encourage foreign distribution of the folders, the directors decided to get cost estimates on printing 10,000 brochures in each of four foreign languages. The directors agreed on the advantages of exhibiting at travel shows, but exactly which ones will be chosen for the Mid-America display have not yet been determined.

At the November meeting, at which Indiana was represented by Tourism director John Snyder, Jr., designates from the eight member states agreed the theme and design of the folder illustrating the states would be "Four Seasons of Fun."

In June, travel writers will split into three teams and, following different routes, will cover the region, describing its tourism assets. The three-fold purpose of advertising jointly the tourist aspects of the eight states was explained thusly: 1) regionalization can pull individual states together, 2) it can bring the country down to size while providing when, where, and why information, and 3) it can foster co-ordination on local, state, and regional levels.

The next meeting of Mid-America travel directors is scheduled for January.

Inside the Department

Linda Jester, assistant director of the Division of Tourism of the Department of Commerce, spent the first two days of December in Austin, Texas, attending a conference on tourism development. Speakers concentrated on three significant areas of tourism—package tours, matching funds program, and room accommodations tax.

"Town and Country," an eight minute program dealing with Indiana tourism was presented December 12 on WISH-TV. Using visual aids, Mary Turpin and Shari Dunnington of the Division of Tourism explained how brochures are sent out and travel shows arranged.

Representing Indiana at "Around the World at Christmas," an international program presented December 13 at Purdue University, were three girls from the Division of Tourism, Linda Jester, Peggy Howard, and Genie Helish.

Recently attending a co-ordinating meeting of the Kauakee River Basin study group was Craig Norman of the Division of Planning of the Department of Commerce. The Division of Planning is a participating member of the study

group along with the U.S. Department of Agriculture and the State Department of Natural Resources.

Ted Schulenberg, director of the Division of Planning, attended a meeting in Chicago called by the U.S. Department of Housing and Urban Development on "Operations Breakthrough." Its purpose was to begin a housing needs and resources study for Indiana.

William Warren of the Division of Planning met with Kentucky Transportation Planning officials on December 16 in Frankfort, Kentucky, to co-ordinate transportation planning in such border cities as Evansville, Louisville, and Cincinnati.

Representing the Division of Planning at a meeting of Hoosier Hills, Inc., on November 12, was M. P. Dalrymple. The subject of the meeting was the development of that sector of southern Indiana as a recreational and economic resource.

J. Wood of the Division of Planning was in Washington, D.C., on November 29 for a meeting on the State Transportation Plan. The Division of Planning has been designated as the co-ordinating agency for the state.

Madison, Indiana's Regatta

Ohio River Town Has The Gold Cup

By Sally Newhouse

Madison, Indiana, does not suggest much obvious resemblance to Detroit, Seattle, or San Diego—except in one respect. After this summer, all four cities including Madison will have hosted the Gold Cup Race—the Gold Cup, the World Series of unlimited hydroplane racing. (On the chance that “unlimited hydroplanes” is an unfamiliar phrase to you, it refers to the largest and fastest race boats.)

More than giving Madison something in common with cities much larger, the Gold Cup Race will mean the addition of more than 77,000 persons to the community, the coincidental money they spend, extensive publicity for the community, and a momentous project necessitating community solidarity, to mention only the obvious advantages.

For the past ten years, speedboats have raced at Madison in one of the eleven races that constitute the national competitive hydroplane season. The season spans three months this summer, from May 23 to September 26. Madison's celebrated distinction this year rests with the importance of the particular race being sported on her waters.

Citizens of Madison stress that the regatta is a community project. More than 2,000 project workers belong to the non-profit, regatta-planning organization called Madison Regatta, Inc. They receive no pay; rather they pay dues to belong. Members meet monthly until May when

weekly meetings take place for the July 4th race. Budget for “Madison Regatta Week” exceeds \$45,000.

The Miss Madison hydroplane, the civic-owned championship speedboat, is the craft that represents the community in the nation-wide races. Actually, Madison has enjoyed local speedboat races since 1947. At that time, the regatta was only a single day of festivity. Now, a full week is given to splendor, gaiety and celebration. Squeezed into the week are a winding parade (scheduled this summer for June 30th) featuring college bands and floats from the Indianapolis 500 and the Kentucky Derby, an air show, fireworks, a waterball fight (fiercely waged by the city's volunteer fire departments), midget auto racing and on June 26 a beauty pageant whose winner goes on to the state competition of the national Miss America contest.

Spacious camping facilities provide ample room for picnicking along the river so food, drink and spectating can happen at will and on the spot.

Badges are distributed as admission passes. Adult badges sell for \$3.00 at the gate or in advance of July for \$2.00. Children under 12 are charged \$1.00 for eligibility to the week of “happenings.” Further information can be obtained by writing Madison Regatta, Inc., Madison, Indiana 47250.

Catch the Madison contagion. Join the fun and relaxation. COME, SEE, the Gold Cup races this July 4th!



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COVER PHOTO

The State Seal.

PHOTO THIS PAGE

The non-denominational Maria Creek Chapel at Vincennes University.

INSIDE BACK COVER PHOTO

"Almost, but not quite."

PHOTO CREDITS

Photos on pages 2, 3, 4.....Vincennes University

Photos on pages 7, 8.....Indianapolis Sesquicentennial Commission

Photo on page 12.....F.D.A. office, Indianapolis

All Others.....Indiana Department of Commerce



Commanding Attention

By Bill Watt

Unique to Indiana's educational system, Vincennes University is commanding widespread public attention—generated by the realization that some of America's notions about post-high school education are obsolete.

Observers of this junior college's blend of transfer programs for baccalaureate candidates, occupational education curricula, adult education classes, and remedial programs come away from the campus enthusiastic about the concepts. Some educators encourage the development of the Vincennes concept elsewhere; others fear that Vincennes' uncommon collegiate environment defies duplication.

After shaky beginnings (in 1806), the university shuffled from site to site in Vincennes and finally outgrew single-building status in 1856. Not until a three-story brick structure was erected in 1878 did administrators consider the university adequately housed.

An 1899 catalogue made the initial reference to "junior college" but bouts with budgets continued into the 1920s and for a time it was feared that Vincennes might have to curtail operations.

In 1931, the university began receiving a tax levy from Knox County. A series of gifts from 1938 to 1953 provided for the campus to enlarge. So it expanded onto land above the Wabash River, and for the first time, the junior college had room to grow.

Purdue grads recall the vast expanses of red brick that dominate their West Lafayette campus; Indiana Uni-

versity alums associate their alma mater with mountains of ivy-coated limestone. Although Vincennes developers tried to pursue the symmetrical red-brick theme, they were not entirely successful. Shoestring financial circumstances compelled improvisation.

The VU auditorium is a renovated city water works building. A vacant brewery adjacent to the campus was purchased in 1961. Four of its five buildings house the university's data processing center, educational television station, printing-journalism classrooms and business education building respectively. The structure that once housed the brewery's boiler is now a planetarium.

During the past several years, the university has added \$19 million in physical facilities. The General Assembly, which now provides some state support, underwrote about one-twentieth of the cost. The lion's share of expansion money came from gifts, student fees and federal funds.

As late as 1960, the university's full-time enrollment stood in the 500-student range. Growth since the mid-60s has been phenomenal. Figures for the 1969-1970 school year show 1,750 full-time students in the academic division (those planning to transfer to a four-year university to complete undergraduate degrees) and 1,169 in occupational education programs. Part-time, summer and special students boosted the total enrollment to 4,137.

Administrators project a full-time enrollment of 3,500 by autumn 1972.



Dr. Isaac K. Beckes

For more than two decades, Vincennes has been guided by Dr. Isaac Beckes, its president, who earns high marks from legislators and budget agency officials for his no-frills approach to academic expenditures. He also rides herd on a complicated educational system and battles to keep the institution's philosophy intact in the face of mushrooming expansion.

The Vincennes Philosophy

The Vincennes philosophy is rather simple.

It is an "open door" institution that tries to offer worthwhile programs for all students who desire to enroll.

Its transfer programs aim at providing the first two years of undergraduate study on a par with the academic programs in other universities. Equally important, the administration emphasizes the value of a junior college as a transition from the high school to the large university. VU publications note that the massive failure rate among freshmen at large universities can be partially attributed to lack of adjustment to the rigors of collegiate study.

The university functions as a door-opener for students who have been denied admission to four-year colleges. Hundreds of Vincennes graduates have subsequently made the grade at both state universities and private colleges. (In 1967, VU graduates ended up on 85 campuses).

A partial roster of transfer curricula includes business, education, agriculture, home economics, liberal arts, pre-engineering, journalism, pre-medical, pre-law, pre-architecture, science and music.

Vincennes and Reality

Vincennes attracts greatest notice through its occupational education courses—for several reasons.

There is a growing realization that the traditional college degree does not prepare young Americans for the realities of the job market. Even if it did, evidence verifies that a university degree is not the best road to higher education for a substantial minority of young adults. Many can't get admitted; others rapidly flunk out.

Until now, a diploma-conscious society failed to see alternatives other than to halt the educational process upon graduation from high school or to secure enrollment in a trade school.

Unfortunately, society has attached a taint of inferiority to vocational education. That prejudice is only now receding.

Vincennes maintains 32 programs of preparation for occupational specialties. Most run for two years and involve parallel study in English composition, mathematics and the humanities.

One of the most popular programs is that for aviation mechanics, which involves about 2,000 hours of classroom instruction and practical application in overhauling and repairing aircraft. Graduates of this program have had outstanding success at obtaining employment and good salaries.

Others include auto mechanics, computer programming, machine trades, printing, agriculture, secretarial, accounting, data processing, nursing, food service management, and electronics.

Eliminating the Prestige Gap

Last year, more than 1,100 adults enrolled in classes, most of them intending to upgrade their career status.

Special education classes are made available to certain students who lack high school diplomas and are handicapped by literacy problems.

Other abbreviated programs provide training in agriculture for high school dropouts.

Beckes cautions that specialized training should not be limited to learning a particular skill. In a summary of budget recommendations to the 1971 legislature, he wrote:

"A cardinal feature of the comprehensive junior college is to provide relative general education in communication, group leadership, personal finance, basic issues and responsibilities of citizenship, and cultural appreciation. Merely to give a student a skill is not enough in this generation in which education is a continuing process throughout life. The average citizen must be retrained from time to time if he is to keep abreast of change. To deny him the tools of further education is to handicap his future development."

The multi-faceted educational system of Vincennes University assumes particular significance as the state of Indiana undertakes a reassessment of its post-high school education system. The General Assembly, now in session, is expected to consider a major re-ordering of higher education priorities.

Some educators see in Vincennes University the successful combination of the best elements of the community college, regional campus and vocational school.

Backers of occupational education view it as a method of eliminating the prestige gap between the university and vocational trainee. This disparity is seen as the primary obstacle to public acceptance of new and more widespread programs of occupational education.

As one university brochure puts it:

"It is a real challenge on campus to distinguish between a pre-law student and an auto mechanics student. The degree of specialty is the only difference."

* * * * *

Our pens are always ready to develop a story. If the idea for one comes to your attention, why not bring it to ours.

"INSTANT INFORMATION"

By Paul W. Barada

"Instant information" is the new watch-word of the Industrial Development Division. Utilizing the new data retrieval system, programmed by Indiana University, the division is now able to be of much greater assistance to industrialists.

The system is designed to provide an immediate source of pertinent information on potential industrial sites throughout Indiana.

"This computerized Data Retrieval System will substantially aid us in our dealings with industries," stated Ned Hollis, assistant director of the division. "For example, if an industry is looking for an existing facility for their operation, we will be able to give them an immediate listing of all the available buildings in the area they are considering, plus all the necessary information on each available facility, such as number of square feet, number of floors, access roads, proximity of railroads, and other important facts," Hollis noted.

The value of the system is two-fold. First, data retrieval information will serve industries considering relocation or expansion in Indiana. The scope of information available will cover such broad areas as commercial services, transportation requirements, community neighborhood environment, materials, and site requirements.

Secondly, information is also being programmed into the central computer on a county by county basis, thereby helping smaller cities. When all of the information is available there will be a complete store of data on all cities of 5,000 or more population. This means that many smaller communities will be able to compete more effectively for new industries with the larger metropolitan areas. With the increased supply of information on many more areas in the state, the smaller communities will have a better opportunity to have their story told to industry.

The equipment used in this system, designed by IBM, is some of the most sophisticated available. Within the office of the Industrial Development division is an IBM 2260 Display Unit. This device, which looks like a regular typewriter with a television fastened on the top, is used to request and receive information via the T.V. screen.

The central computer, located in Bloomington, contains the entire store of information and provides the desired answers, which are then transmitted through an IBM 28/48 Sending Unit located in the basement of the State House. From the basement the information is relayed to the Industrial Development Division.

This complicated procedure utilizes telephone lines to transmit the information almost instantaneously. With this method, all that is required is typing the code for the desired area and information desired.

A People's Celebration

By Sally Newhouse

In terms of birthdays, most would agree one hundred fifty of them deserves a giant celebration. Citizens of Indianapolis have been encouraging, inviting, alluring, enticing, even challenging its total citizenry to join in the city's year-long sesquicentennial celebration. The plans are out—the Indianapolis Sesquicentennial will be a “people's celebration.” The hoopla, the festivities, the entire program is so replete with variety that everyone should be able to find several commemorative events he can thoroughly enjoy.

The general objectives of the birthday fete are three-fold. In the words of sesquicentennial commission chairman George S. Diener, “they are to bring the people together through a better understanding of the past, through an analysis of the present and through a clearer view of the future.”

For Indianapolis, its 150th birthday doesn't mark the city as 150 years old. Instead, Indianapolis is 150 years young. The record holds the evidence. Today, Indianapolis is ranked tenth in the population hierarchy of American cities. But underlying constant population growth are the priority conditions of urban viability. In other words, people have steadily come to Indianapolis, bringing their talents with them, because other attractive conditions exist. Corroborative examples could fill pages; a few of the outstanding ones include the extensive highway network that traverses the city; its central geographic location; its proximity to water routes and other urban centers; its emphasis on progress, ingenuity and youth.

Today's Indianapolis does have parental years filled with wisdom, success, and counseling mistakes. The sesquicentennial celebration will honor those years while juxtaposing “today's” Indianapolis.

A special 15-member sesquicentennial commission is directing the commemorative year. Nine members were appointed by the city-county council and six by the mayor.



Already Rendered

At this writing, the one commemorative event already completed is the theatrical extravaganza, "We Celebrate Our City." Covering three days beginning January 6, the production was written, staged and performed by more than 150 Indianapolis citizens. Deliberately unique when compared to other historical dramatic sesquicentennial productions, "We Celebrate Our City" employed a blend of contemporary art forms to portray the city's accomplished past. Varied stage levels, film, and modern lighting techniques were creatively combined with music, drama, and dance to render the Indianapolis story in a memorable, up-to-date way for the audience.

A Celebration Thesaurus

The rest of the "celebration calendar" reads like a thesaurus of planned appreciation. For example, a fine arts program includes an art exhibit at the new Indianapolis Museum of Art which will frame the acknowledged work of Indiana artists over the past 150 years. The art program also includes commissioning a sculptor and a painter to create special gifts to the city. The sculpture will be placed between the statehouse and the new civic center, and the painting will hang in the City-County building. The fine arts program also includes plans for the commissioning of a song writer to compose a popular song about Indianapolis and for recording the Indianapolis Symphony Orchestra as it performs in Butler University's annual spring romantic musical festival.

IN MAY Indianapolis will host the international conference of cities. A series of special programs marking the sesquicentennial is planned at the time of the conference. Commission members feel the most important of these programs is the youth conference which will simulate the adult conference. Social scientist Dr. B. Harold Chetlow of Indiana University-Purdue, Indianapolis, is organizing the conference in cooperation with representatives of all educational institutions in Indianapolis. Foreign exchange students studying in the United States will be invited to attend the youth conference to discuss common problems. Also in May, printing presses will roll off a sesquicentennial cookbook, which will bind culinary samplings from the pioneer days through today's ready-mix food preparations.

"Sousa" and Honor Dinner

The 4th of July holiday will assimilate the "good ole days in Indy" with a Sousa-like band concert, ice cream social and fireworks display. September's sesquicentennial homage includes plans for an exhibition of speedsters of former 500 Mile races. The race car exhibition will be complemented by an antique automobile show featuring cars made in Indianapolis and Indiana.

Rounding out the planned commemoration of the "Circle City," sesquicentennial displays and old-fashioned wagon tail-gate sideshows will garnish the city's shopping centers. A complement of monthly "honor" dinners is planned

to distinguish community organizations for their contributions to the city. Youth, labor, commerce and industry, the black community, and educational and religious organizations will be limelighted. And for the city's schools, a local television station is producing a slide and strip film encouraging young people to find the challenge in contributing to their city. A 28-minute film on modern Indiana is also being prepared.

\$ \$ \$

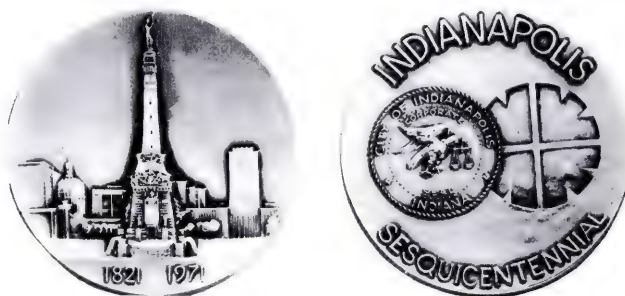
Budget for the birthday celebration *à la grande* will be met by public and private contributions. The city/county council last year dedicated a \$75,000 grant on behalf of the city. Another \$75,000 is anticipated from the sale of commemorative medallions. Four varieties of the medallion, to be sold solely through local banks and savings and loan associations, are available: 2½ inch bronze medallions at \$6 a piece; 1½ inch bronze at \$1 each; 2½ inch silver at \$50 each; and 1½ inch silver at \$10. Additional monies will accrue from the sale of commemorative merchandise like jewelry and T-shirts, and from nominal admission fees to a few of the commemorative activities.

And More

Representatives from all over the state, convening as the 1971 legislative session began January 12, did not let the city's birthday as the 150-year-old state capital go unnoticed. The state legislators passed a concurrent resolution the first day of the session, praising the capital city for its economic, cultural and governmental leadership.

These scheduled events are by no means the only recognized gestures for commemoration of the Indianapolis Sesquicentennial. The commissioners have encouraged local clubs and associations to join the celebration by scheduling their own sesquicentennial festivities. By joining their interest, appreciation and energies public and private celebrations will likely have gilded, when 1971 comes to rest, all the outstanding characteristics and accomplishments of Indianapolis, and will have duly shown the Hoosier capital has not idled during the last century and a half.

An example of the commemorative coins.



Winter Freckled With Travel Shows

By Sally Newhouse

The responsibility of having to know all the answers!—that is a prerequisite, and by no means subordinate priority, for the girls in the Tourism division of the State Department of Commerce as they christen their travel show tour every January. The answers they need to know refer to information about tourist attractions and events in Indiana. And they must be able to recall immediately more information than probably anyone outside the division can imagine.

The travel show season is a first-of-the-year tradition with the division. It means the girls must be fitted for new outfits, must make personal arrangements to be gone, must follow a pre-determined life-style while on the road, and must maintain a consistent outgoing, smiling composure while “manning” the Indiana booth at the shows. The girls do not begrudge the responsibility. To the contrary. Those in tourism agree the travel show tour is worth it to the state, not to mention to the girls who gain personally from the exposure and experience.

To qualify for the travel show tour, each of the eleven “hostesses” must pass a written test on all the facts included in each of the state’s tourism pamphlets. And regarding the test, the aphorism does prevail, “If at first you don’t succeed . . .”

These tourism hostesses, under the experienced tutelage of Tourism assistant director Linda Jester, begin preparing for the tours once the New Year is about seven days old.

Roughly, the shows average six to eight days, opening daily at noon and running non-stop to ten o’clock. Most of this year’s itinerary keeps the shows within the confines of Indiana. There are, however, two shows outside the state—Des Moines, Iowa, and Columbus, Ohio. Each show requires approximately \$1000. Into this cost go such expenses as decorator’s fees, hotel accommodations, transportation needs and costumes. The girls will travel this year in state cars for all shows except Des Moines when they will fly.

Their 1971 travel-show costumes include a black body stocking, black patent boots, and a red, orange, yellow, blue or green jumper with matching cape made of crinkle vinyl. The jumper need never be dry-cleaned or washed, just wiped clean with Windex. Total cost of the costume is \$66 which includes labor, pattern and material. A local Indianapolis seamstress makes the “uniforms” which, it’s been estimated, after a full show season, have been worn the equivalent of five to six years for a normally used suit-of-clothes.

When the travel show season is concluded, all areas of Indiana will have been visited. If you are interested in the literature available about Indiana or when the show is coming to your area, don’t hesitate to write the Division of Tourism, Department of Commerce, 336 Statehouse, Indianapolis, 46204.

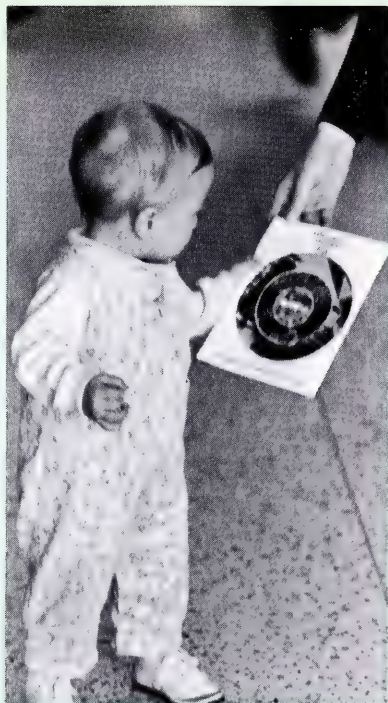


Tourism hostess Sheri Dunnington “boning up” for the travel show test.



Linda Jester

please turn page



Our Hostesses' Varied Identity



The toddler at the top of this page really isn't one of Tourism's hostesses, but he's helping out just the same by showing the hostesses (not pictured above) that people of all ages want to know what's happening in Indiana. (After all, a guy has to plan ahead if he wants to be sure of a great vacation.)

The picture at the left of the page shows Cheryl Culp, dressed in this year's travel show outfit, offering information to inquirers and passers-by. This particular photo was taken while the hostesses were "working the booth" at Lafayette Square shopping mall in Indianapolis.

The upper left-hand insignia on the next page is the trademark of Indiana tourism, capsulizing Indiana as the heart of America, the crossroads of the nation and a state of action.

The upper right-hand photo captures Debbie Ciganovich lending help to an inquirer. And the bottom three pictures on the following page show past and present hostess attire.

The bottom left-hand picture shows Debbie (same girl as above, just dif-

ferent hair style) dressed in the polished-cotton skirt and blended-crepe blouse worn by girls in the Department of Commerce when hostessing for various state functions. The white top with soft scoop neckline and bloused sleeves is complemented by a skirt of red, white and blue sunflower patterns.

The center outfit was used for travel shows last year and is now for sundry hostess engagements this year. This burlap skirt and white cotton blouse ensemble allows any style and color shoes because shoes are not a part of the particular wardrobe—the skirt falls over the feet. The skirt is pleated in back so when the girls walk, the bright-colored skirt lining is hinted.

The photo on the far right shows this year's travel tour outfit. Unlike the two hostess-skirt collections, this year's attire is a short jumper with matching cape. The jumper is made of "to-clean-use-Windex" crinkle vinyl in either red, yellow, orange, blue, or green. A black body stocking and black patent boots complete the outfit.



**the
center
of things**



The F.D.A. And Indiana



Shown here are five small rats found by F.D.A. officials. Their nest was made inside a 100 pound bag of dried beans. This rodent contamination resulted from improper storage of the beans in a wholesale warehouse.

By Sonya Saunders

If you find a grasshopper in your can of spinach, what can you do? Provided the food item has come across state lines, you can and should call your nearest FDA office. Miss Lilyan Goossens, consumer specialist for the U.S. Food and Drug Administration (FDA), works specifically to field consumer complaints about food and drug products.

The purity of his food and drink has long been man's concern. Gradually, three federal laws have provided the legal strength to insure safe foods and drugs.

The original Food and Drug Act passed Congress in 1906. Its purpose was to regulate travel of misbranded and primarily adulterated foods, drinks and drugs. In 1907, the Bureau of Chemistry, headed by Dr. Harvey W. Wiley of Kent, Indiana, began administering the Act. Extensive abuses in preparing, packaging and labelling, food and drug items, however, forced the public to demand more laws. The next federal law to protect consumers against abuse resulted in 1938 with the Federal Food, Drug and Cosmetic Act. Two main provisions of this improved food and drug legislation were the authorization of factory inspections and of court injunctions to desist production of harmful or misleading consumer items. Prior to the 1938 law, the only legal muscle rested with prose-

cution once a product was proved misleading or harmful, or with seizure of the product itself. The 1938 regulation required that drugs be proven safe *before* being allowed to reach the market. Before 1938, it seems someone had to die before a drug was condemned as unsafe.

The 1938 law required active or alcoholic ingredients be named on the label. For example, snake oil was labeled only with its many therapeutic claims for curing high blood pressure and cancer but the label listed no actual ingredients of the claimed cure. The 1938 law changed all that. Finally in 1962 the Kefauver-Harris Drug amendments assured a greater degree of safety and strengthened new drug clearance procedures. As Miss Goossens explained, "For the first time, drug manufacturers were required to prove to FDA the *effectiveness* of their products before marketing them. This assured the consumer that the drug was proven *effective* as well as *safe* for medical use stated. If the label claims that the drug will cure an infection, it must in fact cure the infection. This gives American citizens the safest drug supply in the world."

In 1966, FDA made a contract with the National Academy of Science/National Research Council to evaluate the effectiveness of approximately 4,000 new drugs

which had been approved on the basis of safety alone between 1938 and 1962. It is estimated 900 products will have been removed from the market by July, 1971. These products are drugs by legal definition because they change a body function, but many of them are considered merely a cosmetic by the consumer.

"Fortunately for Indiana residents," says Miss Goossens, "the state, in large part because of the efforts of Dr. Wiley, has health protection laws parallel with the federal law." Consequently, residents receive more protection than the majority of American citizens. Only 18 other states have parallel laws.

The Indiana Hazardous Household Products Registration and Labeling Act of 1959 was so highly regarded by federal officials that in 1960 the federal government patterned its Federal Hazardous Substance Act after Indiana's.

There are 17 federal district offices and 93 resident inspection stations to facilitate food and drug inspection and regulation. Four of the stations are in Indiana at South Bend, Fort Wayne, Evansville and Indianapolis. Indianapolis is the largest of the Indiana offices, having four full time inspectors, one inspector technician, and one consumer specialist. Indiana's district office is in Detroit, Michigan.

Anyone finding food, drug or cosmetic products mislabeled, unsanitary or otherwise harmful is strongly encouraged to report the finding to the FDA or Indiana Board of Health. Such a report can, and often does, lead to the detection of a violation of the Federal Food Drug and Cosmetic Act, to the seizure of products that break the law, and to the punishment of law breakers.

These are the guidelines to follow in reporting suspected violations of the Federal Food, Drug and Cosmetic Act:

1. Report your grievance promptly.
2. State clearly what appeared to be wrong.
3. Describe the label of the product and give any code marks that appear in the container. (In the case of a canned food, these are usually embossed into or stamped on the lid of the can).
4. Give the name and address of the store where the article was bought.
5. Save whatever remains of the suspect product or the empty container for your doctor's guidance or for use in case of an investigation.
6. Hold any unopened container of the product bought at the same time.
7. If an injury is involved, see a doctor at once.
8. Also report the suspect product to the manufacturer, packer, or distributor shown on the label of the product and to the store where you bought it.

With a medicine, a person may suspect the product is harmful because he experienced an unusual reaction. He should report this to his doctor immediately. The reaction may be a "side effect" rather than an indication of any defect in the medicine. Therefore, it may not be necessary to complain to FDA. However, his physician will want to know of such a reaction for his own information and for reporting to the FDA or the American Medical Association. The FDA, the AMA and reputable drug manufacturers are concerned about unusual reactions to specific drugs.

Other complaints on foods, drugs and cosmetics should be referred to the following:

1. Suspected false advertising — *the Federal Trade Commission.*

2. Meat and poultry products—the *U.S. Department of Agriculture.*
3. Sanitation of restaurants—*local health authorities.*
4. Products made and sold exclusively within a state —*local or state Health Department or similar law enforcement agency.*
5. Suspected illegal sale of narcotics or dangerous drugs "dangerous drugs" include stimulants, depressants and hallucinogens)—the *Bureau of Narcotics and Dangerous Drugs, U.S. Department of Justice.*

To mail complaints, send them to one of the following Indiana inspection offices: U.S. Food and Drug Administration Resident Post

INDIANAPOLIS

Wulsin Bldg.
Room 602
222 East Ohio
Indianapolis, Indiana 46204
317/633-7479

FORT WAYNE

Gettle Building
Room 609
803 East Calhoun
Fort Wayne, Indiana 46802
219/422-6131

EVANSVILLE

Wright Building
Room 306
111 South Third St.
Evansville, Indiana 47708
812/423-6286

SOUTH BEND

Lae Building
Room 226
125 South Lafayette
South Bend, Indiana 46601
219/234-8111

All telephone numbers receive messages 24 hours daily.

For the first time consumers in metropolitan Indianapolis can get a message of current consumer interest about foods, drugs, cosmetics and hazardous home products by dialing 632-8431. This information service is a short recorded message about hazardous products and other emergency warnings. Messages may be about artificial sweeteners, home products containing enzymes, oral contraceptives, or may offer a warning about driving after taking certain drugs. The message usually changes weekly and operates 24 hours every day.

If the consumer has a complaint about foods, drugs, cosmetics, medical devices or hazardous products that are produced and sold within Indiana boundaries, they may contact Mr. Frank D. Fisher, the Director of the Bureau of Food and Drugs, Indiana Board of Health, 1330 W. Michigan, Indianapolis, Indiana 46206, 317/633-4708.

F.D.A. inspectors checking antibiotic drugs at a major drug manufacturer. The inspection is part of the drug certification process.



Winter Converted to Fun

By Debbie Tower

Defying frostbite, strained muscles, and broken bones are thousands of Hoosiers who don their parkas, ski pants, and skates and venture out each winter to test their ice skating skills. Beginning as young as two years of age on double-runner skates, many Hoosiers learn the fundamentals and as they continue to skate, develop techniques and more advanced movements, ultimately becoming accomplished skaters.

Although Indiana sponsors no state-wide skating organization, cities around the state maintain facilities where skating enthusiasts are encouraged to pursue further the winter sport of ice skating.

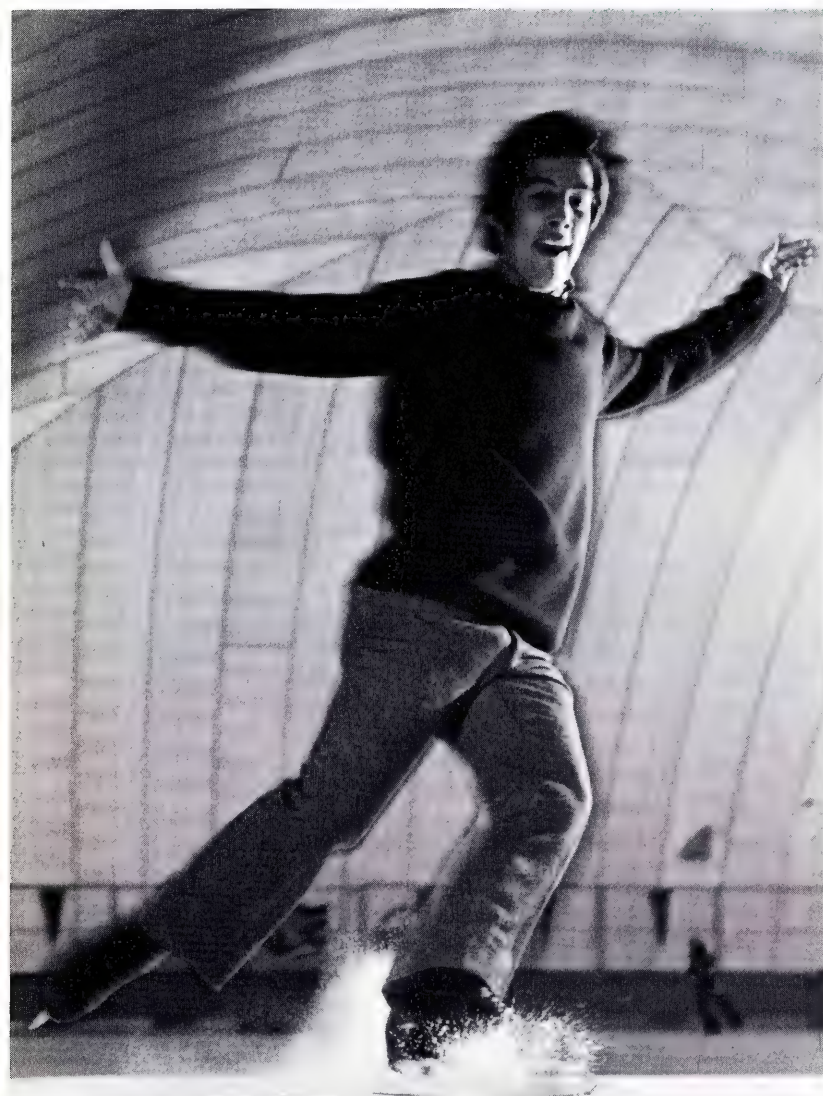
Located in **South Bend**, Howard Park operates an outdoor rink that opens on Thanksgiving day and closes on March 14. Free lessons are given by qualified members of the South Bend Figure Skating Club, a thirteen year old organization. Toward the end of the season, talented skaters in the club adopt a theme and produce a program, allowing members the opportunity to arrange their own routines. In addition to ice skating, Howard Park includes a hockey league consisting of fifteen teams of boys from high schools in the area.

On campus in South Bend at the Notre Dame Conventions Center is a second rink used primarily by college students. An ice skating and a figure skating club offer instruction during the winter and summer sessions, providing nearly year-round skating opportunities. The Notre Dame varsity and junior varsity hockey teams practice and compete with other teams at this rink as does the Irish Hockey League, a group comprised of younger boys named to one of four divisions according to age.

Opening in October the **Ft. Wayne** ice rink features public skating until the end of May. The Ice Skating Club of Ft. Wayne has both adult and junior members and during the week reserves the ice for private sessions. Ft. Wayne's local hockey team, the Komet Hockey Club, practices early on Sunday morning to be in shape for the games played that afternoon with teams in surrounding areas.

Through a joint effort of the Ford Foundation and Purdue University, a new experimental ice rink is presently under construction in **West Lafayette**. The artificially frozen rink, anticipated to be sold eventually like home swimming pools, measures 80 feet in diameter and is expected to remain frozen in 40 degree temperatures. Once the rink is completed, a complete skating program will begin. Immediately available to Purdue students and West Lafayette residents is the outdoor ice rink that is part of the Co-Recreational Gymnasium on Purdue's campus. Measuring 184 feet by 114 feet, the rink is open for a three month season beginning in December.

This year in **Anderson** an olympic-sized outdoor ice skating rink at May's Park has drawn crowds breaking



all records in the park's history. Although hockey is discouraged, public ice skating, which includes instruction one night a week, and surrounding schools' physical education classes fill the rink's skating schedule.

At the Ice Dome, an indoor rink in **Indianapolis**, an extensive program of hockey is sponsored. Associated with the Hockey Corporation of America, the program includes a complete youth hockey league consisting of boys from eight to seventeen years of age and a senior league for men. In addition to the Ice Dome-sponsored teams, the Purdue University hockey team and the Indianapolis Warriors host home games at the Ice Dome. Named for the location of their practice, the Domettes, a group of high school girls with a common interest in creative skating, concentrate on perfecting the more difficult maneuvers of figure skating.

The Winter Club at the Coliseum in Indianapolis centers its activity on figure skating also. Meeting two evenings a week for two hours, members spend the first thirty minutes practicing variations on the figure eight. Absolutely clean ice is necessary for this drill because its purpose is to leave visible the tracings skaters have made. The remaining hour and a half is spent on free skating (jumps and spins) and dance practice. Both rinks in Indianapolis offer sessions of public skating.

Bloomington's ice skating park is under the direction of the Bloomington Department of Parks and Recreation. Its skating club offers membership to those eighteen and older although occasionally exceptions are made if a skater shows a reasonable amount of maturity and ability. Beginner lessons for both children and adults are available and once skill is displayed, skaters are permitted to

become members of the club. As part of their physical education programs, four junior high schools and three high schools in the Bloomington area permit physical education teachers and their students to spend part of their class time at the ice rink. A Saturday hockey league for boys nine to seventeen combines group competition and instruction and prepares those youngsters for the intramural division, which is the league for boys eighteen and older. In addition to these two groups, the Indiana University hockey team holds practice and hosts games at Bloomington's rink.

Lincoln Center in **Columbus** begins its ice skating season two Sundays before Thanksgiving. From that time until the second Sunday in March a comprehensive skating-hockey program unfolds. The Junior-Senior Skate Club elects officers yearly and reserves the ice for private sessions and instruction on Monday evenings. A three division Junior Hockey League provides competition for boys aged eight to sixteen and the Junior All Star Hockey Game is expected to be held at Lincoln Center in the near future. Public skating in Columbus is encouraged with free lessons available to those under eighteen.

Indiana's natural outdoor winter sports resources could be judged as limited if compared to the abundant natural endowment of the West. But Indiana ingenuity and resourcefulness is gradually changing the opportunities for winter sport enjoyment here. Ice skating, in particular, is encouraged in all areas of the state. In fact, Indiana can be justifiably proud of its several national competition ice skating winners. If you haven't already, join the trend. Invite some winter fun. Go skating.



OTHER COMMERCE NEWS

Another Publication

From International Trade Division

Fifteen articles by international trade specialists round out a new book, *Indiana International Trade*, published by the Indiana Department of Commerce.

Purpose of the book is to provide a balanced export guide for Hoosier businessmen and government officials.

The first five articles introduce current developments in foreign trade—with emphasis on Indiana. They encompass the financial “environment,” tariffs vs. free trade, transportation, legal aspects and the Eurodollar system of handling trade transactions.

Other articles bring into focus the implications of international trade economics, the importance of farm exports, and analyses of trade opportunities in Europe, Japan, Mainland Asia and Latin America.

The final section of the book deals with specific aspects of exporting: obstacles to trade, financing systems, distribution and export pricing.

For a free copy of *Indiana International Trade*, write to Division of International Trade, 336 Statehouse, Indianapolis, Indiana 46204.

Indiana's Federal Funds Reduced

\$30,000 less—that's the announcement from the Chicago regional office of the Department of Housing and Urban Development regarding funds for local planning assistance. Last year's allocation totaled \$234,200; this year the grants equal \$205,000.

Inside the Department

A series of travel shows designed to encourage tourism in Indiana have been presented around the state during the month of January by the Tourism Division of the Department of Commerce. Two shows in Indianapolis, one at Lafayette Square Shopping Center and the other at the Indianapolis Mobile Home Show at the State Fairgrounds, began the 1971 travel show season. Toward the end of the month Ft. Wayne and Evansville were visited. What tourists encounter at the travel shows are a booth stocked with brochures about Indiana, a 20 or 30 foot exhibit, and at least two travel hostesses. Two shows are scheduled for February, one in Columbus, Ohio, on the thirteenth and another at the Indianapolis Boat Show at the Coliseum on the nineteenth.

Final revisions for the 1971 July through December Calendar of Events have been completed by the Division of Tourism. Organizations and Chambers of Commerce that entered activities in last year's pamphlet were contacted and requested to send in changes and additions. The brochure is expected to be available for distribution by mid April.

* * * * *

Dan Manion, director of the Industrial Development Division of the Department of Commerce, was interviewed on a radio program in Rensselaer on January 27. He explained the importance of industrial development in Indiana. This same subject was further discussed by Manion at an investment club meeting in Indianapolis on January 19.

As a result of the reduction, it cannot be ascertained which, nor how many, of the several new applicants, will be funded. Perhaps all of them can be. Depending on the total number of applications received by February 15, the Division of Planning will then determine the dollar amount to be allocated to each new applicant for fiscal 1971.

One thing is certain—the current work on local contracts will be continued after July 1. Currently, local planning is being funded in the counties of Vermillion, Randolph, Fountain, Shelby, LaGrange, Jefferson, and White, and in the cities of Greencastle, Warren, Highland and Portage.

More of G.M. To Indianapolis

The Detroit Diesel Allison Division of General Motors will build its industrial gas turbine engines at its Indianapolis facilities.

A GM official said personnel and equipment will be transferred from the Detroit plant to Indianapolis for the completion of development and eventual production of the engine.

The move, which will take place over the next several months, will involve nearly 70 GM engineers. Actual production of the turbine is scheduled to begin in late 1971.

The GM official is quoted as saying that, “the turbine is vibrationless, has low exhaust emissions, a low noise level, low oil consumption and is easy to start under all temperature conditions.”

In addition to the relocation of personnel from Detroit, the division will also be moving a quantity of special production machine tools to Indianapolis.

Ned Hollis of the Industrial Development Division spent January 26 in Cambridge City meeting with members of the Rotary Club. The purpose of his trip was to encourage the expansion of existing industries in the area.

Representing the Division of Industrial Development at a meeting with the Highway Department and an army corps of engineers in Lawrenceburg on January 12 was Brett Keene. This was the second trip he has made to discuss the development of an industrial park in the community.

For the past several weeks, Frank Pope of the Industrial Development Division has been contacting industries throughout the state requesting their participation in the Industrial Exposition at the 1971 Indiana State Fair. At that time, industries are given the opportunity to display their achievements in their respective fields and point out the importance of industry in society. Represented at the exposition will be the top 300 corporations in the state and any industries that are new or have expanded in the last two years.

* * * * *

Basil Kafiris, director of the Economic Research and International Trade Divisions, was guest lecturer at a meeting of the American Businesswomen's Association in Indianapolis on January 25. Kafiris spoke to the 85 women about the importance of Indiana exporting. The same topic will be discussed by Kafiris at the International Trade Seminar co-sponsored by the Michigan City and La Porte Chambers of Commerce on March 2. The seminar will be held in Michigan City.

Inside the Department (cont'd.)

Representing the two divisions, Kafir is will attend the 34th Mid America World Trade Conference in Chicago on February 24 and 25.

* * * * *

The Division of Planning could rightfully be called a group of movers. The division ushered in the new year by packing up everything and every person, and moving out of the state house to the Illinois Building one block away. After organizing months ahead in anticipation of an earlier move, the division's 22-member staff and a corps of professional movers spent the Thursday and Friday of January 7 and 8 setting up the new base of operations. Now, everything has been placed and put back into working order with the entire operation being facilitated by more space and additional staff.

Jack Wood, Chief of State Planning, met with representatives of the Governor's Co-ordinators of Federal-State Relations, State Directors of the Federal Project Notification and Review System, and members of the Federal Regional Council on January 21 and 22 in Chicago. The purpose of the meeting was to discuss improved ways of implementing the Intergovernmental Co-operation Act of 1968 which is designed to co-ordinate federal, regional, and local projects that are financed by the federal government.

Representing the Division of Planning at a meeting of the Council of State Planning in Washington D.C. was Ted Schulenberg, director of the division and Jack Wood, Chief of State Planning. The three day meeting, which began on January 27, was the sixth Biennial Conference on Governmental Relations and Planning Policy.

* * * * *

Representing the Office of Consumer Affairs of the Department of Commerce, Sonya Saunders, director, attended the 4th annual Consumer Assembly in Washington D.C. The assembly, sponsored by the Consumer Federation of America, convened on January 27 to investigate issues affecting consumers.

For three days, a total of 33 speakers and panelists clarified consumer problems and discussed procedures for consumers to follow.

ANTI-Pollution Displayed

Indiana may never have the clear streams or clean, fresh air it once had 100 years ago, but through the efforts of government and industry, action is being taken to control pollution. Proof of this is the industrial exhibits featured at the Environmental Quality Control center headquartered in the Trailways Bus Station, Indianapolis.

The 20 industries represented illustrate by models, displays, pictures, and literature what they are doing to eliminate wastes from the water and air and how they are re-using normally discarded bottles, cans, boxes, and paper. Additional industries will be represented upon completion of their exhibits.

The center opened on January 27. It is not completely staffed, so it will operate temporarily from 9:00 A.M. until 4:00 P.M. five days a week. In response to public interest, the center may eventually remain open in the evenings and also part of the weekends.

Environmental Quality Control, Inc. was organized by Gov. Edgar D. Whitcomb to let Hoosiers know what is actually being done to fight pollution in Indiana.

On January 27, Walter M. (Wally) Schirra, Jr., commander of Apollo VII, officially opened the Center then addressed a joint session of the State Legislature. He warned legislators that men must unite to fight pollution, and urged man to realize that taking care of himself means taking care of his environment.

Noblesville—Winner Again

The city of Noblesville, Indiana, is a winner. The Indiana Society of Architects recently distinguished the community for its architectural contribution to the state. This is the second award given to the city for its architectural integrity. The Indiana Association of Architects was the first organization to honor the community.

Noblesville has dedicated its downtown renovation program to the preservation of its Victorian heritage. The restoration idea is now three years old and the result is a visually enhanced, culturally esthetic, central business district.

Bloomington And \$10 Million

Bloomington and surrounding areas are predicted to enjoy a resounding multi-million dollar year from tourist revenues in 1971. That's the projection made by the Greater Bloomington Chamber of Commerce—\$10 million earned from visitors.

The dollar-millions are to come from the more than one million tourists and vacationers who are estimated to visit the Bloomington-Lake Monroe area this year. All those expected "guests" make one community preparation very necessary—the "boning up" on facts about the area. Recognizing the responsibility to be hospitable, informative and accommodating, the local chamber is urging businessmen to acquaint themselves with detailed information about the region.

The Chamber's "This Month" magazine will devote one entire issue to tourist information to supplement the local businessmen's ready memory of specifics.

Newcomers

L. James (Bud) Eaton is the newest addition to the staff of the Planning Division in the Department of Commerce. At 27, Bud has earned a Bachelor of Science degree in Business Administration from the University of Evansville. Currently he is working on a Master's Degree in economics at Butler University and working for the Planning Division as an associate planner in the state planning section.

* * * * *

Another newcomer to the Commerce Department is Sheri Dunnington. Sheri has been named assistant director to the Division of Tourism. Prior to coming to the department, Sheri studied marketing in the School of Business at Indiana University in Bloomington. As a recent bride and with a Bachelor of Science degree, she works primarily as a liaison among Indiana communities, regional tourism directors, and the federal government.

INDIANA'S SELECTED SERVICES

By V. Basil Kafiris

Director, Economic Research and International Research

(The following article was written for "Survey of Indiana Selected Services," a publication to be issued this month by the Economic Research Division of the Indiana Department of Commerce.)

The broad area of Indiana Selected Services involves seven different Standard Industrial Classifications: Hotels and Motels, Personal Services (such as laundries and beauty shops), Miscellaneous Business Services (e.g., advertising), Automobile Repair, Miscellaneous Repair, Motion Pictures, and finally, Amusement and Recreation Services. These groups comprised 29,741 business establishments in 1967 as compared to 27,400 in 1963.

This article analyzes four main indicators of Indiana's Selected Services: 1) number of establishments; 2) number of employees; 3) payroll, and 4) receipts.

Number of Establishments

In 1967 there was a total of 29,741 service businesses in Indiana, an 8.5 percent increase from the 1963 total of 27,400. The number of establishments with payroll totaled 10,928 in 1967. These increased 1.7 percent between 1963-1967. Personal Services had the greatest number of establishments, comprising 41 percent of all Indiana establishments with payroll in 1967. Miscellaneous Business Services had the greatest percentage increase in establishments with 14 percent.

Number of Paid Employees

In 1967, 64,209 people were employed in the services studied, compared to 55,914 in 1963. Personal Services, such as laundries and barber shops, employed 22,780 per-

sons thus claiming the largest portion of the 1967 total. Personal Services also had the largest portion in 1963 when it reported 20,440 employees. Miscellaneous Business Services was second with its 14,693 employees in 1967. However, the largest percentage increase from the 1963 figures was in Miscellaneous Business Services which rose 46.3 percent, by going from 10,046 employees to 14,693 in 1967.

Payroll

The 1967 payroll total reached \$253,412,000, a substantial 43 percent increase over the 1963 figure of \$177,690,000. Again, the largest percentage increase was in Miscellaneous Business Services, showing a 73 percent gain from its 1963 level of \$39,095,000.

The top two categories in percentage distribution were Personal Services and Miscellaneous Business Services. Together they accounted for almost 62 percent of Indiana's 1967 payroll.

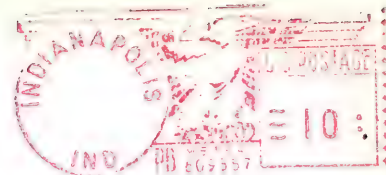
Undoubtedly, inflation has caused some of the reported increases in payroll as well as in receipts, but still the increase is substantial.

Receipts

Receipts from service establishments with payrolls totaled \$789,064, an increase of almost 34 percent over 1963. Personal Services and Miscellaneous Business Services together accounted for 55 percent of the state's 1967 receipts. Region VIII, which is located in the center of the state, took in the most receipts. The majority of these receipts came from Marion County which contains Indianapolis, the state capital.

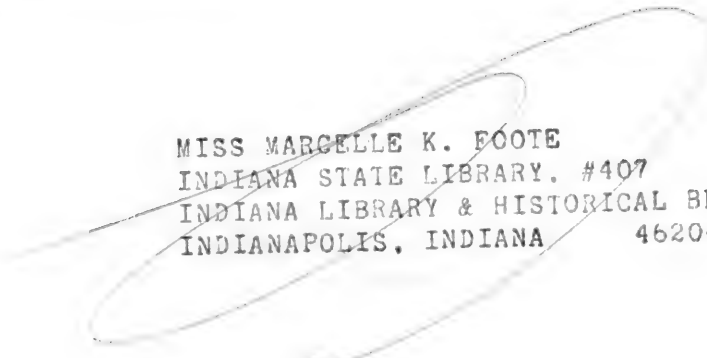


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GROWTH EXPANSION PROGRESS

by Bill Watt

Director, Information Division

Ready for its first full year of operations when the Great Lakes shipping season opens in April, Indiana's public port on Lake Michigan anticipates at least a five-fold increase in cargo volume.

An estimate of 1 million tons of bulk cargo is based upon shippers' notices. The facility handled 200,000 tons in 1970, when only one berth was serviceable.

The Indiana Port Commission—administrator of the deep water harbor that has opened Indiana to international seaborne commerce—filed an annual report with Gov. Edgar D. Whitcomb on January 31. The document summarized first-year accomplishments and outlined development plans for 1971.

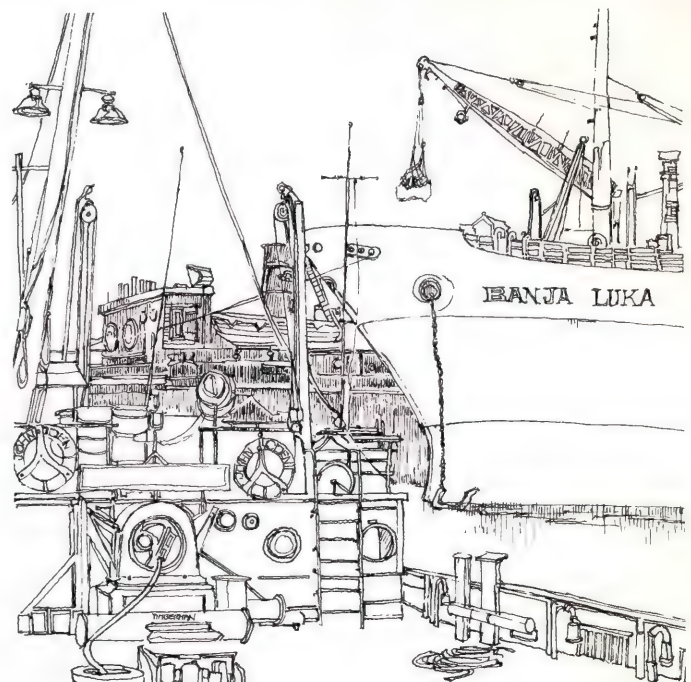
Records show that 13 lake ships and foreign vessels utilized the Port of Indiana during the shortened 1970 season (the port was officially dedicated during the weekend of July 17-18). In addition, 63 barges carried out-bound loads of scrap steel, steel coils and steel plates.

Joseph N. Thomas, the commission chairman, said that 60 ships already have scheduled arrivals during 1971. Barge traffic will exceed 200 vessels.

These figures do not include shipments of ore or finished steel by two major steelmakers whose mills flank the port site in Porter County.

Thomas said, for the most part, 1971 shipments will consist of steel scrap and aggregates, since unloading equipment and storage areas for general and specialized cargoes are not yet complete.

In December, the Indiana Port Slag Corp. inaugurated a \$1 million slag handling installation on a 10-acre site leased from the commission.





Lease agreements with three other companies are virtually completed, the commission chairman said. One of those proposals would build a 20-acre facility for shredding and baling old automobiles and other types of scrap metal.

Thomas predicted that it would result in "a tremendous volume item" for the port, as well as a profitable method of easing the junk-auto problem now commanding attention from environmentalists.

Sophisticated Waste Disposal

In a related effort, work will get underway this year on a sophisticated waste disposal complex which the commission considers the most advanced for any Great Lakes or coastal port.

According to the annual report, the system will be able to process up to 90,000 gallons per day through a network of oil skimming tanks, aeration tanks, clarifier tanks, chemical clarifier basin and lagoon.

When the flow completes the cycle, it will be of drinking water clarity and quality. The outflow ultimately will be channeled through a series of aeration baffles in the Little Calumet River.

The waste disposal plant will receive both port and ship wastes.

The commission said it is prohibiting the dumping of ballast or bilge water, solid wastes and other pollutants by ships in the harbor.

More Construction Ahead

Several substantial construction projects will be completed this year.

—By early summer, five more berths will be ready to receive vessels. This represents a major augmentation of the harbor's ability to service its users. (Ultimately, 31 berths are called for).

—Work has begun on "mooring dolphins" in the West Harbor Arm. These provide easy docking access for quick-turn-around ships with self-unloading equipment. The dolphins will permit rapid discharge of bulk aggregates.

—By mid-year, an overpass will offer more convenient access to the port by spanning a rail yard and U.S. Highway 12. The overpass will connect the port to relocated State Road 249. When completed, the highway will link the harbor with major east-west highways traversing the south shore of Lake Michigan.

Thomas noted that development activities will continue for several years and port authorities hope to accommodate a major diversification of services by 1972.

Emphasis on General Cargo

That expansion of service will center on general cargo, which over the long haul is expected to produce a sizeable chunk of port business. A 50,000 square foot transit warehouse should be ready for use next year. Findings of trade missions to Asia indicate that the basis for Indiana-Japan trade will be in the general cargo category.

The commission will set the stage for promoting general cargo trade by supplying information to nearly 1,200 Indiana companies which have interests in trade with other nations.

A "port of entry" designation has been applied for. It would enable the port to make available on the spot customs, immigration and other federal services required in export-import operations.

Indiana a "Free Port" State?

Thomas said port developers are taking a keen interest in legislation now being considered by the General Assembly that would make Indiana a "free port" state.

If such a proposal is adopted, it will have the effect of exempting goods in interstate commerce from Indiana property taxes.

Thirty-one other states have similar laws and supporters of free port legislation consider its enactment mandatory if Indiana's warehousing industry is to remain competitive.

Thomas had this to say about the proposal:

"It is very important for the port. If we don't have it, people will not warehouse goods destined for interstate transshipment at the port or in this state."

The impact of free port status on the state's tax revenue is one consideration now under discussion.

Thomas contends that as far as the Port of Indiana is concerned, a free port concept will not have a negative effect:

"It represents commerce that we're not getting now, so we won't lose any tax revenue."

When the port was dedicated last year, its director, Jack Fitzgerald, predicted that it might eventually funnel 40 million tons of cargo a year.

Is that still a reasonable estimate?

Thomas thinks so.

"We could attain that level in about 10 years," he said. "The future of this port depends on hard work to develop facilities and customers. It takes a long time. I am quite elated at our progress thus far—it has far exceeded our expectations."

The Port's Potential

Indiana's public port has the potential to be as large as any on the Great Lakes, he believes, because it has one asset some other harbors lack.

"We have the land to develop the port, both for docking and storage on the port site and for dozens of new industries in the nearby area. Certain other Great Lakes ports no longer have room to grow."

Indianapolis Tours

SYMPHONY AND CITY BENEFIT

by Sally Newhouse
Editor

What was good enough for St. Louis, Denver, Minneapolis and Dallas has shown itself equally beneficial for Indianapolis.

The common denominator of these distinguished cities and many like them was the need to find a sustaining money-making project for each city's Symphony Orchestra. While attending a Women's Association of Symphony Orchestras conference in New York City four years ago, officers of the women's committee of the Indiana State Symphony Society learned of the city tour-guide project.

Thereafter, development of the project for Indianapolis in general and specifically for the symphony progressed until today, four years hence, the project is a viable, money-making activity.

Fifty women constitute the "guide corps," calling themselves Symphoguides. Working in co-operation with Gray Line Sightseeing, Inc. (which formerly provided coach and driver and is a nationally recognized tour guide agency) the ladies set out not only to "learn the city" and facts about it, but to become confident and learned of anecdotes and stories so that their audience goes away having learned about Indianapolis and liking it.

Two years of understudying the other cities' projects preceded the tours. Gradually, it was felt that the tours would be profitable to the Indianapolis Symphony and that Indianapolis was growing as a convention capital enough to warrant city tours.

A year ago last fall, the volunteers started on a five week intensive training course. To encourage in-depth familiarity about landmarks around the city, the symphony ladies still attend monthly seminars, conducted at the site being learned about. In addition, they research information and participate in soliciting and booking the tours.

At the outset of the tours, only groups of 25 members or more were officially conducted on a tour of the city. An appointment was a must; the fee was \$4.25 per person. However, beginning April 1 this year, tours for smaller groups will be led daily at 1:30 P.M. All tours begin from

the Gray Line Sightseeing office, 109 South Illinois. And there will be no more bulky buses for small groups. A brand new mini-bus, capacity fifteen, has been purchased for the guides. Cost per person of the smaller tours is \$4.75; and if a call is made by 1 P.M., the mini-bus will stop by hotels to pick up those desirous of "hitching a ride." (The Symphoguides even drive the little coach themselves. And it's not hard to notice it barreling toward a landmark—metallic blue defies going unnoticed.) Six days a week, the guides are available. If there isn't a tour to lead, then they work in the tour office.

The Symphoguides proceeds are given to the Indianapolis Symphony Orchestra.

As Mrs. Fred Dennerline, Symphoguide public relations chairman, stressed, the large tours are tailored to each group's desires. There is a regular tour of the city which includes notable sites of general interest. Such marks as the Governor's Mansion, the Oldfield (Eli Lilly) estate including the Art Museum, and the Speedway are included in the regular tour. Or, a group may choose from one of several special interest tours, for instance, the Dinner/Theatre tour, Nashville/Brown County tour or the Cultural Adventure (Art Museum, Clowes Hall) tour.

Last year, Mayor Richard Lugar recognized the symphoguides as the official hostesses of Indianapolis. Marks of their excellence in leading tours and knowing about the city are the white gloves awarded to each upon graduation from the five week intensive training.

These tours of the city, led with the warmth and graciousness of the symphony women, is a relatively new opportunity for Indianapolis. Awareness of and interest in the tours will continue to grow as the project continues. When the Convention Center opens, Indianapolis can feel confident it will have an experienced corps of guides to accommodate the wishes of conventioners.

Information about the tours can be obtained from the Symphony Women's Committee office in Clowes Hall, 923-1017, or Gray Line Sightseeing, Inc., 109 S. Illinois St., 635-8512.

A Symphoguide is videotaped in the studio at Christian Theological Seminary while 2 other volunteers look on to critique and learn lecturing gestures. These efforts are meant to improve the guides' style so their tours will maintain vitality and interest.



ON THE MOVE

by Robert H. Menke

New Harmony is on the move again. The State Budget Committee recently approved the spending of a quarter million dollars of money appropriated by the 1969 legislature for the establishment of camping facilities in the Harmonie Recreation Area—a 3,700 acre park along the Wabash River just below New Harmony. This long ribbon of wooded bluffs and ravines overlooking the rocky shoals and waterfalls of the famous Wabash River is one of the few naturally beautiful and primitive areas in the Middle West.

The idea for this New Harmony park was suggested over thirty years ago at the time the New Harmony Memorial was first established. Somehow New Harmony got lost in the shuffle after World War II. Its isolation and lack of economic progress, however, worked unofficially in many ways to save the Old Harmonist buildings constructed between 1814 and 1824 by the early Lutheran religious utopians. Today one old celibate dormitory is a museum and the other is the restored opera house, which was one of the first civic theatres in America and the center of culture in Southern Indiana for some fifty years. The Robert Owen family and some of the state's early scientists and educational leaders had a hand in the founding of this early center for culture. The famous Golden family came from New Harmony and performed in the opera house between their stints on River showboats.

New Harmony has preserved the stamp of the Harmonists and its appealing small town atmosphere. The Natural Areas and Historical Trust of Huntingburg, Indiana, along with local business interests are trying to restore the downtown area to make it more attractive to tourists. The Constructors Investment Corporation of Bloomington, Indiana, is planning to build a motel and conference

center near the opera house, making use of the old German style of architecture. The Blaffer Trust, which has restored many Harmonists homes and constructed an open air church and the Tillich Memorial Gardens, is still operating the popular Red Geranium Restaurant. The Harmonie Haus gift shop and other new businesses are emphasizing the craft traditions of the old Rappite community. The University of Evansville hopes to use a \$30,000 Lilly grant to expand the restoration of a Harmonist home into a complex of craft centers in ceramic, weaving, metal sculpture and so forth.

This summer the Harmonie Associates will again stage a crafts fair in conjunction with the Raintree Festival. On October 15 of this year, the Natural Areas and Historical Trust film on New Harmony will be premiered on the occasion of the bicentennial celebration of Robert Owen's birth. Later on this film will be used for orientation in the opera house, followed by a guided mini-bus tours of the town. An effort is being made to organize a New Harmony arts council which would be responsible for the year-round operations of the opera house, making use of available college and university talent. The proceeds would be used to supply scholarships for performers, for art and craft exhibitions and to improve the museums of New Harmony.

New Harmony *is* on the move through the cooperative action of private enterprise, local civic organizations, the universities and the State of Indiana. The Natural Areas and Historical Trust has an unusual new restaurant which is searching for an operator, and there are other new opportunities in New Harmony for Hoosiers who are interested in making history come alive, in saving the environment, in conservation, in providing jobs and incidentally in making a profit. New Harmony has the welcome mat out for tourists and businessmen.

Intergovernmental Cooperation

by Jack Wood, Chief of State Planning

with assistance from Associate State Planner,

Stephen Grubbs

The Government's *Catalog of Federal Domestic Assistance* lists nearly 300 assistance programs available to state, regional and local governments. These provide financial assistance for a wide array of problems ranging from agricultural conservation and urban renewal to water pollution control and economic development. Most have an impact on state and local development.

The impact on local and state development and the need to insure coordination of state, regional and local programs and projects for which application for federal assistance is requested was recognized in the Intergovernmental Cooperation Act of 1968. Section 401 (a) of this Act provides, in part, that:

"The President shall . . . establish rules and regulations governing the formulation, evaluation, and review of Federal programs and projects having a significant impact on area and community development . . ."

Under the Act the President designated the Bureau of the Budget as the agency responsible for prescribing rules and regulations for the administration of these provisions. In July 1969, the Bureau of the Budget issued Circular A-95 as a guide for added coordination between federal agencies and state, regional and local governments in the evaluation, review and coordination of federal assistance programs and projects. In brief, Circular A-95 promulgates regulations which provide, in part, for:

1. The establishment of a project notification and review system to facilitate coordinated development planning on an intergovernmental basis for certain federal assistance.
2. Notification, upon request, of governors and state legislatures of grants-in-aid made under federal programs in each state.
3. Coordination of federal development programs and projects with state, regional and local development planning.

Circular A-95 expanded an earlier notification and review system created by Section 204 of the Demonstration Cities and Metropolitan Development Act of 1966, which created metropolitan areawide clearinghouses. Together, Circular A-95 and Section 204 of the above Act provide for regional (nonmetropolitan) clearinghouses, metropolitan clearinghouses and state clearinghouses.

In response to Circular A-95, Governor Edgar D. Whitcomb established within the Executive Office of the Governor the State Planning and Development Clearinghouse. The Governor retains final authority but has designated operational responsibility to the Division of Planning of the Department of Commerce. To date, the Clearinghouse has reviewed and processed over 400 programs and projects such as open space acquisition, water and sewage facilities, highways, transportation facilities, physical plans, water development projects and land conservation.

Notification to Clearinghouses

Any agency of state or local government or any organization or individual undertaking in order to apply for assistance to a project under a federal program covered by Circular A-95 is required to notify the Planning and Development Clearinghouse of the State and the region, if there is one, or of the metropolitan area in which the project is to be located, of its intent to apply for assistance. The notifications must be accompanied by a summary description of the project—its location, type project, general size of scale, estimated cost, beneficiaries and certain other characteristics. These descriptive characteristics enable the clearinghouses to identify agencies of state or local governments having plans, programs or projects that may be affected by the proposed project. The notification must indicate the federal program and agency under which assistance will be sought, and the estimated date the applicant expects to file an application.

Notification to the clearinghouses should be at the earliest feasible time. This assures maximum time for effective

PROJECT NOTIFICATION AND REVIEW SYSTEM



coordination and review and, when completed, timely submission of the application to the federal agency.

Clearinghouse Functions

The function of the State Clearinghouse is to effect the coordination of federally assisted planning and development activities within the state. Clearinghouse responsibilities include: (1) receiving from prospective applicants a notification to apply for federal aid; (2) determining state, regional and/or local interests; (3) arranging conferences between applicants and appropriate agencies to identify and resolve issue conflicts; (4) preparing evaluation comments to accompany application; and (5) notifying interested parties of the application's disposition.

Adverse comments may be justified when the proposed program is inconsistent with a state plan, duplicates the efforts of another agency, is contrary with the policies of the Governor, or appears to be an inefficient expenditure of funds.

Consultation and Comment

The State Clearinghouse has 30 days after receipt of a project notification to inform appropriate state agencies and to arrange to confer and consult with the applicant on the interest of the state in the project. The state clearinghouse, in addition, will have the 30 day period prior to the date on which the application is expected to be filed to submit any comments of the state to accompany the application. (see chart)

State Clearinghouse Procedures

Upon receipt of the project notification the State Clearinghouse follows the following procedures:

1. The Clearinghouse:
 - A. Notifies within 5 days the applicant and the respective regional clearinghouse of the receipt of summary notification.
 - B. Forwards within 5 days of receipt a copy of the summary notification to state agencies with plans or programs that might be affected and to any others, including interstate or interregional bodies, that might be interested in the project, with a request for review and reply within fifteen days.
 - C. Initiates concurrent review by appropriate departments and individuals within the State Division of Planning to evaluate the relationship of the project to statewide comprehensive plans and its bearing on state plans and programs.
 - D. Within fifteen days of review request, receives replies from the referral agencies indicating their interest in the project, stating questions and/or conflicts seen, or offering comments supportive or critical.
2. The state clearinghouse, upon receipt of the referral agencies' responses, either:
 - A. Notifies the applicant that the review procedure has been completed, that there is no apparent conflict with state plans, goals and objectives and no need for further discussions, and that the appli-

cant may complete and file the formal application with the appropriate federal agencies; or

- B. Notifies the applicant that there is state interest in the proposed project, and that one or more of the reviewing agencies has raised questions, pointed out conflicts or commented critically and wishes to confer with the applicant.
3. Pursuant to 2B above, the State Clearinghouse, in coordination with the regional clearinghouse, arranges and chairs conferences among the interested parties or initiates correspondence or other mediation to resolve questions and/or conflicts.
 4. Based upon the results of the conferences and mediation efforts, the State Clearinghouse will either:
 - A. Notify the applicant that the proposed project is in accord with existing state plans, goals and objectives and the applicant may complete and file the formal application; or
 - B. Notifies the applicant that the proposed project is in conflict with existing state plans, goals and objectives and that unless the project is revised the state clearinghouse intends to comment adversely on the final application.
 5. Pursuant to step 4B the state clearinghouse receives the final application, which may or may not have been revised since the conferences in step 4. Within 30 days the state clearinghouse reviews the application and formally comments to the applicant. The applicant must submit these comments with the application that is forwarded to the appropriate federal agency. The federal agency will consider the state clearinghouse's comments when acting upon application.
 6. State clearinghouse receives notification from the federal agency on the final disposition of the application, and in turn notifies all appropriate parties.


The procedures of the regional clearinghouses are essentially the same as those used by the state clearinghouse. The metropolitan clearinghouse review activities are also similar but are permitted 60 days for terminal application review.

Conclusion

The Intergovernmental Cooperation Act of 1968 provides one of the major opportunities for states to change and direct federal grants-in-aid policies and programs. The basic intent of Congress in passing the Intergovernmental Cooperation Act of 1968 was to establish the principle that policies and action of the federal government through grants-in-aid should be carried out within a context of full participation by state and local elected officials. The success of the program is indicated by the expansion of the federal programs covered by Circular A-95, the Bureau of Management and Budget is considering adding some eight education grants, community action programs, urban renewal, model cities supplementary grants, forest and public lands highways, and twenty-four housing programs. This "early warning system" provides the tools for effective coordination of federal, state, and local planning and development.

OPPORTUNITY AND NEW LIFE

by Sonya Saunders



She cooks, she sews, she shops and cares for her family—sound like a housewife?? She is and that's not all; in this case, she's a program assistant in the Indiana Co-operative Extension program.

The woman described above could be one of many housewives. Her distinction in this case, however, is that she is an inner-city resident learning to nourish and improve her family and herself through a program offered by the Extension office in her area.

The Beginning

The Indiana Co-operative Extension program has developed gradually and according to need.

About the turn of the century when Indiana's economy was basically agrarian, farmers went to Purdue University to learn new agriculture production practices. Each session would last several days. In due time, the need for the sessions exceeded the reach of Purdue. It was then decided to establish county offices to carry on the work of the university at local level and to the convenience of the farmers.

With financial assistance from the university and the federal government, the counties were able to hire their own agent who would attend service training sessions. The

agent would then relay new techniques to his county residents.

Originally, only men served as agents but soon it was felt the service was so beneficial that perhaps farm wives could benefit from a similar service. So women extension agents were employed to attend university sessions in the College of Home Economics.

Extension Service Adapts

In 1971, there are more than 300 county agents in Indiana. Altogether they represent more than 40 areas of practical need ranging from family living, horticulture, management and marketing to community development and youth.

Historically, the recipients of Extension service have been white, middle class and rural. Agriculture and farm improvements were still stressed but some counties, as small towns grew into formidable cities, emerged extension programs designed to meet growing urban needs. Inner city needs have been given special attention, particularly the urban problems of youth, and food and nutrition. To insure relevancy and practicability, inner city housewives have been invited to learn better home-making practices and earn money at the same time by becoming program assistants for the Extension service.

A program's assistant's main function is to "increase the reach" of the extension agents. Once trained, these low-income ladies go into their neighborhoods to show the other residents what they have learned. The assistants must meet no educational requirements; for their interest and efforts, they receive the minimum wage and work six hours a day, five days a week. In Marion County, the 27 assistants have been reaching about 1000 homemakers a month.

On-the-Spot Training

There seem to be several deep-rooted misconceptions among inner-city shoppers about food and nutrition. For instance, they customarily believe their grocery stores have higher prices, inferior meats and produce, poorer service than suburban stores, and poorly maintained stores.

Chain groceries became aware of these misconceptions and have volunteered programs to help train program assistants in good shopping habits and nutrition. Chain groceries also strive to impress on these assistants the wisdom of comparing prices and not being brain-washed by national advertising.

The inner-city housewife mentioned at the beginning of this article who shops and sews could be one of 27 program assistants in Marion County who are in the process of finishing a chain store program. They began the course by viewing a film depicting the several steps involved in getting food from the producer to the store. Next they visited a warehouse and saw how orders from the stores were received, coded, computerized, filled in bulk and shipped to the individual stores. The third step took the assistants through the processing, weighing and packaging procedures for dairy, bakery and meat products. The assistants learned that the meat is originally packaged in bulk and that individual cuts of meat are sliced at the grocery. After going on these field trips for in-depth background in food preparation and nutrition and the importance of sanitation, the ladies visited two inner-city groceries.

At the groceries, the assistants were taught what to look for when buying meat, poultry and fish, the advantage of reading labels, that larger quantities are cheaper than smaller ones (if she has the facilities to store the goods), that luncheon meats cost more for their fancy packaging and convenience.

The second on-the-spot training for how to shop emphasized that store brands and store packaged produce and meats cost less than nationally advertised name brands. The assistants measured and weighed various products to compare for themselves the differing costs per weight.

Mrs. Margaret Pettet, Area Extension Agent for Foods

and Nutrition summarized the purpose of the chain-store program, "We teach nutrition and *wise* spending and how that means more money for savings or for buying other necessities."

Program assistants also are involved in 4-H projects as a part of the expanded Food and Nutrition Education Program. Realizing that inner-city children require special projects, Indiana's 4-H organization has developed relevant programs for disadvantaged youth. Tailored to fit the communities, nutrition programs affecting 12,500 children were created. The effect of these programs was aroused enthusiasm and awakened people to the needs of often overlooked children.

Youngsters from 5-15 years old, thanks to 4-H, have learned to make biscuits, and hoe a garden, and what the four basic food groups are as they prepared their own lunches and snacks with commodity goods. 4-H programs ranged from a day-camp on the Indianapolis Downtown Circle to a series of Saturday meetings in Heltonville; from a mother-and-daughter camp in Blackford County to a 4-H Club in Wayne County.

Other extension projects work to teach improved personal hygiene, arts and crafts; they also include railroad hikes to stress geology or an alley hike that illustrates ecology and plant life.

Extension Efforts Continue

Program assistants work with HUD (the federal department of Housing and Urban Development) to teach occupants of deteriorating neighborhoods how to repair them. For instance, following an inspection by HUD officials, occupants in a deteriorating building are shown how to make necessary repairs, and how to apply for a loan to afford some repairs. After repairs are made, the assistants go into the homes and teach the occupants how to keep screens and windows repaired, and how to paint, etc. If an infant lives in the home, the assistant will also teach infant care, and nutrition.

To work more effectively, the Extension Service has divided Indiana into 11 areas. The number of agents per region is determined by the population size of each area.

Citizens comprise a *pot pourri* of interests ranging from reducing exercises to budgeting, so booklets on several thousand subjects are available through the extension office. The literature may be a detailed "how to" pamphlet or simply a large-print pictured sheet explaining the proper way to cook a vegetable and save the vitamins. All printed information is free and sent upon request.

It seems that no longer are lower income families and their needs neglected. Rather, the service to fill the needs is not taken full advantage of. For additional specific details concerning the county extension service in your area ask for information at your county court house.

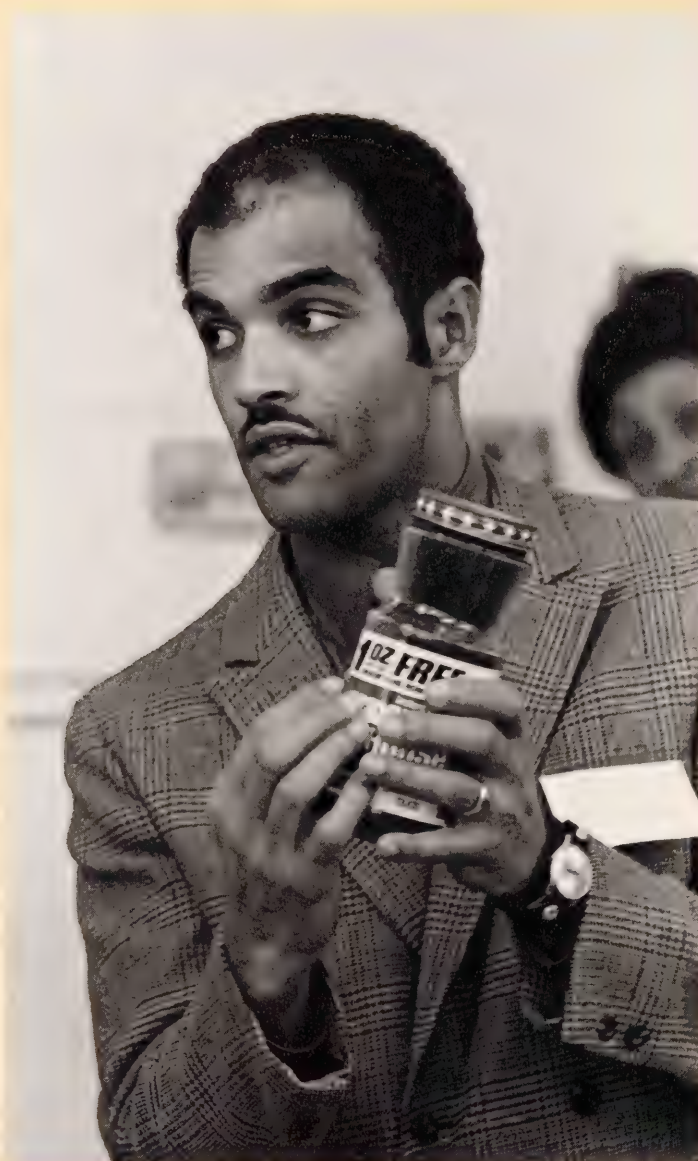
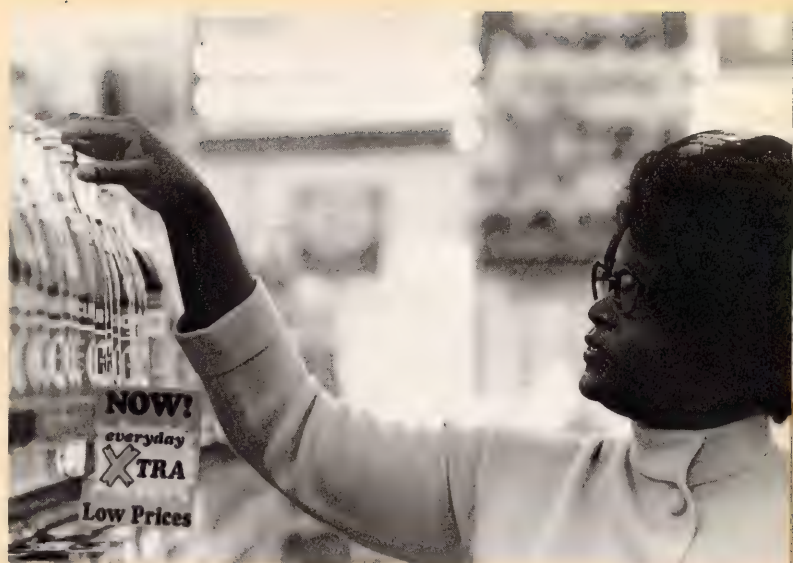


“Teachers Show Students”...

In the picture to the left, Mrs. Margaret Pettet, county extension agent who organized the consumer classes, tries to find any noticeable differences in various brands of bread.

Pictured below, Grocery merchandizer, Charles Crague, discusses with a class of inner-city wives the savings to be made by alert shoppers.





The picture above shows that there are "dollars and cents differences" in potatoes as pointed out by Audrey Mermelstein, a home economist from Kroger's Cincinnati office.

The upper right-hand picture shows Program Assistant, Jo Ann Miller, comparing prices on similar products to stretch her food-buying dollar.

The bottom right-hand picture features Ty Hickman, merchandising representative for Kroger, telling the class "What you see is what you get. Specially processed foods cost more." Hickman urged his class to buy basic foods and make special preparations at home to save money. Also, he stressed, pay attention to sale items.

Functions of Export Firm's Marketing Department

by Basil Kafiris

Director, Economic Research and International Trade Divisions

(Seventh of a Series)

The most important functions of a well-organized marketing department are the selection of export markets, the organization of a distribution system overseas, the pricing of export products, and the promotion of export sales.

Selection of Export Markets

In one of the first articles of this series I discussed the domestic and foreign sources of export information. However, in the decision-making process of market selection, the evaluation of market information is especially important from the geographical, social, political, and economic standpoints.

Geographically, foreign countries are classified into economic regions or into major and minor markets, and they are evaluated in terms of location and climate conditions. The nearer the market the more competitive the products of the business firm will be, and the lesser the transportation cost involved. On the other hand, climate influences the market situation of seasonal products; for example, central heating systems will not find final markets in the tropics, or summer sportswear will not be appreciated in polar regions. The climate also affects the packaging costs of export goods as well as the loss of weight.

The export sales of the company abroad is further affected by social and cultural factors, such as modes of living, standards of values, consumer styles, taste preferences, local customs and, in general, by the philosophy and psychology of the people. On the other hand, a careful analysis of the political environment of the country is also necessary. Political instability, civil wars, the state of diplomatic relations with the United States, and unfavorable attitudes toward American businesses might eliminate some potential foreign markets.

Finally, the U.S. business firm interested in foreign markets should be extremely cautious in evaluating the variety of economic factors and governmental regulations. One of these important factors is the population and its characteristics. If the company is in the consumer business, for example, this may be a paramount consideration. The number of people, their age, sex, and education, related with income statistics, discloses consumer trends and future market potentials. Other important factors to consider are the supply and demand conditions in the foreign markets, competition, marketing structure, patents and trademarks, licensing requirements, banking and credit experiences, foreign exchange controls, local laws and regulations, customs, etc.

In other words, in this preliminary stage of consideration, the marketing department must grade all the potential foreign markets after a careful evaluation of a variety of factors. This careful evaluation is made to assure elimination of the potential export markets that seem impossible and therefore, to allow the marketing department to determine market share and export sales of the promising foreign markets.

Export Distribution Channels

The distribution channels constitute the marketing chain which links the producers in the U.S. with the final buyers abroad. There are many trading agencies in the producer's market through which international trading may be contacted without going abroad. However, the important ones are those which are located in overseas markets. Actually the participation in export marketing begins with the use of an overseas export agent who exposes the export company to all the risks associated with ownership of the products. On the other hand the advantages are obvious. The company has direct contact with the foreign markets and better future penetration there, although in every country there are many trading agencies through which a foreign exporter may sell or a foreign importer may purchase. Most of them fall into three broad categories:

1. Foreign agent or representative

The foreign agent represents the interest of the exporting company. He solicits orders and sends them to the company for acceptance and execution, and in general, acts as a middleman in the export transaction and receives commission for his service. The shipment and invoice are sent directly to the buyer, not to the agent.

2. Foreign distributor

In the case of foreign distributors, we again have a representation of the company abroad. However, the foreign distributor purchases the merchandise that he sells, usually at list price less export discount, and he assumes all the risks from the transaction. The foreign distributors often do research and supply the company with valuable market information, handle stocks of merchandise, as well as repair parts and offer other types of services.

3. Foreign branch

Many times companies in an advanced stage of export operation establish their own distribution channels. The branch sells directly to domestic, industrial users and final consumers, but mostly to local intermediaries. In this case the export company has complete control over its

(Continued on p. 16)

Community Stages Easter Pageant

by Sally Newhouse

2000 people in a dramatic Easter pageant that is sponsored by community vitality and charges no admission—that's Marion, Indiana's Easter Pageant.

This Easter's sunrise exaltation will benefit from the past four years' renovation and refurbishing. Since 1967 costumes, make-up and staging techniques have been brightened with newer or up-dated replacements. Necessarily, improvement must be steady but gradual because the entire production depends on private contributions from individuals, and civic and industrial groups. Roughly, each annual presentation costs between \$1500 and \$2000 to cover insurance, make-up and sundries. Not included in that average expense is the cost of new costumes and scenery.

The underlying purpose of this community pageant is to unify the area residents in a spirit of peace and cooperation. Those goals recognize no race, color, religion or private affiliation. The community complexion is further fostered by all workers claiming anonymity; no one's name is used to identify him as a participant. The man portraying Jesus is not named or publicized anymore than the youngest cast member or the one with the fewest appearances. The music and drama directors, the executive secretary, everyone who works for the pageant works for the fulfillment of the production, not personal laurels.

For one hour in the break of dawn, the story of Christ's last week on earth and his crucifixion are portrayed. And every attempt is made to use everyone who indicates a hope to be in the pageant. Age, sex, or theatrical experience is not used as criterion for participation. Ages span a wide chronological gap; persons from four years old to 87 participate.

The drama and music directors begin calling rehearsals about six weeks before Easter. Prior to that, all who are interested in performing sign up at the executive secretary's office. (She, too, is unpaid and unpublicized). On the average, each participant has five rehearsal periods before the "dawning performance." The choral and orchestral accompaniment is performed entirely by members of the community. Solely no one outside the city and surrounding area is imported for the play.

Set designs and staging follow the guidance of a technical director. Altogether three months are needed to prepare. Only community residents make the props and costumes, often substituting time and dedication for professional experience.

The story is dramatized on the coliseum stage. No words are spoken by the performers. The story instead is told by the actor's portrayal, the music and songs. The musical score is comprised of familiar hymns and anthems, some dramatic, some soft, all familiar and moving. The set and costumes, the props and lighting are authenticated by in-depth study of acclaimed religious books and paintings.

The idea for the pageant was borne in 1937 when several church youth groups were merged to stage Christ's last week on earth. By 1941, the Easter ceremony had aroused sustaining enthusiasm and had become so large and successful that it was decided to incorporate the pageant as a community production, thereby precluding any one or combination of clubs from singly sponsoring or

controlling it. The non-profit corporation is guided by the 26-member board of directors. The pageant's vitality and continuation is better assured, the board feels, by keeping the play unaffiliated with any particular group.



International Trade Seminars Planned

This spring the Indiana Department of Commerce will sponsor a series of International Trade Seminars in several cities in the state. The purpose of each seminar is to explain and discuss export methods, procedures, and services. Invited to attend are Indiana businessmen interested or actively involved in exporting.

Working with the cities' Chambers of Commerce, the Department of Commerce will design the one-day seminars to increase businessmen's interest in exporting, provide information about the practical aspects of exporting, and provide a forum for discussion and analysis of exporting problems and accomplishments. Speakers are scheduled to discuss export opportunities, ways of handling export orders and financing exports, the use of Federal and State export services, and the role of foreign trade in Indiana economy.

Program arrangements are being made by V. Basil Kafiris, Director of the Economic Research and International Trade Divisions, and James Cook Public Relations, Lt. Governor's Office.

Planning Division to Receive \$29,000

The Division of Planning of the Department of Commerce has been notified by the U.S. Department of Transportation that it will receive a \$29,000 grant from the federal agency to study transportation systems in Indiana.

Last year Governor Edgar D. Whitcomb designated the Division of Planning as the state's coordinating agency and its director Ted Schulenberg as his personal representative in the national study of state transportation systems.

The purpose of the study is estimate the state's transportation needs through 1990. A final report will be submitted to the U.S. Department of Transportation by the Division of Planning later this year.

Functions of Export ... (cont'd)

operations abroad and applies its marketing techniques and methods to increase market share and overseas sales.

The decision of selecting overseas channels of distribution is complex and based upon careful consideration of many factors, such as the export goals of the company, the stage of international operations, the marketing structure of the local market and the availability of the distribution channels. In advanced economies the marketing structure is fully developed with importers, exporters and wholesalers, while in less developed countries sometimes exporters are importers, wholesalers are retailers, or vice versa.

After the evaluation of all the alternatives in terms of sales, profit contributions, channel cost expenditures, the company decides what, in each particular case, is the optimal channel of distribution. Other decisions relating

to the selection of channels of distribution include their geographical market coverage, or the territory granted to the agent or the distributor, the location of warehouses, the quantity of merchandise stored there, the delivery system, the auxiliary services that the channels will offer, as well as the type of exporter's assistance to the channel's efforts.

"Monday Holidays" Boost Tourism

A report from Discover America Travel Organizations (DATO) has revealed the augmenting effect of "Monday holidays" on tourism.

"Monday holidays" means that regardless of what calendar day a holiday actually falls on, it is celebrated on a Monday. The net result is an extended weekend for everyone and an impressive dollar volume boost to tourist businesses.

To date, four holidays have been moved to Monday—George Washington's birthday, Memorial Day, Columbus Day and Veterans Day.

By 1975, the estimated effect of these four Monday Holiday weekends on so-called "leisure industry" is \$100 billion *more than* the 1970 level of \$150 billion.

Inside the Department

Arrangements for the 1971 summer Gatorade program are being made by the Tourism Division of the Department of Commerce. The division is contacting mobile home manufacturers and retailers for mobile home units to be used this summer. Approximately 40 to 50 college students will be hired to travel around the state and inform Hoosiers and tourists of places to visit in Indiana. June 15 is the scheduled kickoff date.

Continuing in the travel show season, travel hostesses from the Division of Tourism are visiting three cities in the state and are representing Indiana at one out-of-state show in Iowa during the month of March. One March 2, an eight day show was presented in Anderson followed by a week long show which opened on March 13 in Ft. Wayne. In Des Moines on March 23, travel hostesses will represent Indiana at the Iowa Sports and Vacation Show. And on March 26, they will spend three days in Evansville for the Evansville Boat Show.

Attending a meeting entitled "Synergism 2" in Washington D.C. on February 17-19 was Sheri Dunnington, assistant director of the Tourism Division of the Department of Commerce. Also attending were representatives of D.A.T.O., Inc., the United States Travel Service, and the Council of State Travel Directors. Among the topics discussed were federal matching funds for tourism development and research and media programs for tourism promotion.

On February 24, Sheri represented Indiana at a Lincoln Heritage Trail board meeting in Springfield, Illinois. The purpose of the meeting was to plan the travel writers' tour which will be held April 18-24 and to make proposals for future projects.

Inside the Department (cont'd.)

Also on February 24, Linda Jester, assistant director of the Tourism Division, attended a recreation and tourism committee meeting of Historic Hoosier Hills in Versailles. Speaking to committee members, she offered suggestions for tourism development and explained what assistance the division could give and what its limitations were.

For three days beginning on February 26, Linda represented Indiana at the exhibit booth of the Mid-America Travel Directors Council in Dallas, Texas.

* * * * *

The International Trade Division of the Department of Commerce has published a 12 page pamphlet entitled "Indiana Manufacturing Exports" available now upon request.

* * * * *

Dan Manion, director of the Division of Industrial Development, met with industrial development leaders in Terre Haute on February 23.

On February 25, Ned Hollis of the Industrial Development Division discussed the new Regulation 16 with members of the State Board of Tax Commissioners. Regulation 16 is a tax covering business personal property.

The Industrial Development Division was informed in February of Questor Corporation's intention of locating a distribution facility in LaPorte.

A new brochure to be used as a general presentation of the state to industrial prospects is being prepared by Brett Keene and Frank Pope of the Division of Industrial Development. The pamphlet is expected to be completed in April.

* * * * *

A meeting sponsored by the Division of Planning and the State Board of Health was held on March 18 to present to local planning agencies the federal requirements for the preparation of river basin plans for pollution control. In the future all local governments applying for federal grants for waste treatment and disposal facilities must have an effective metropolitan or regional pollution abatement plan.

Officials of the Division of Planning, Board of Health and the Federal Water Quality Administration presented the pollution control requirements under the Federal Water Pollution Control Act. Invited to attend were the

director of Indiana's metropolitan and regional planning agencies. The meeting convened in the Rice Auditorium of the State Board of Health Building, 1330 West Michigan Street, Indianapolis.

Mr. William Warren and Mr. J. Wood of the Division of Planning attended a meeting on Feb. 12 of area leaders from Daviess, Greene, Lawrence and Martin counties. The purpose of the meeting was to discuss the organization of an economic development district to combat the serious unemployment problems created by the layoff of over 2200 workers at Crane Naval Depot. After organized, the district will apply for a technical assistance grant from the Federal Economic Development Administration.

Mr. T. W. Schulenberg, Director of the Division of Planning, has been appointed to the coordinating committee of the Kankakee River Basin Development Plan Study. Mr. J. Wood of the Division will serve as his alternate. The study, which began in 1970 and is scheduled for completion in 1974, is sponsored by the State Department of Natural Resources. The coordinating committee will have representatives from the State Department of Natural Resources, Department of Commerce, and Board of Health; the State of Illinois and the U.S. Departments of Agriculture, Army, and Interior.

Mr. Craig Norman, Associate Planner of the Division of Planning represented the Division at a conference on the environment sponsored by Valparaiso University on February 6. The main speaker was Senator Gaylord Nelson (D-Wisc.) whose major topic was the environment, the law and the public interest.

Mr. M. P. Dalrymple, a Senior Planner of the Division of Planning attended a February meeting of the South-eastern Indiana eight county Historic Hoosier Hills organization in Versailles. The organization's objective is the proper use of its historical as well as natural resources through environmental control.

On February 18, Craig Norman of the Division of Planning attended a Central Indiana Chapter meeting of the American Statistical Association. As guest lecturer, Herman P. Miller, Chief of the Population Division of the Bureau of Census, spoke about the problems of affluence and increased buying power and their relationship to future pollution.

Touristers' Market Place

by Debbie Tower

Imagine an ancient Persian market place modernized with lighting, wiring, sophisticated displays, and an elaborate stage show. The result is a contemporary travel show resembling the February production in Columbus, Ohio. What remains unchanged in over 2500 years is the purpose of a market place, in other words, a time and location to sell and advertise products.

The Columbus Sports, Vacation and Travel Show offered conservation officers and tourism personnel from fourteen states and Canada that opportunity to "sell" their respective regions to vacationers. Representing Indiana at the nine day show were six travel hostesses from the Division of Tourism of the Department of Commerce.

To insure successful rapport with tourists and sportsmen who frequent travel shows, the Indiana hostesses arrived a day early to make preliminary arrangements for the state exhibit, "Indiana, the Center of Things". Their first major project involved setting up the 20 foot display that unfolds from a compact cube into 27 blocks. Nearly an hour is required for two hostesses to dust each block and supervise the electrician in wiring the display. And once the display is positioned in the appropriate footage of booth space, the cabinets must be sufficiently stocked with literature and maps. As final preparation, the hostesses double check everything to make certain that everything is ready to operate smoothly once the coliseum doors are opened to the public.

Debbie traveled with the tourism hostesses to Columbus, Ohio, to take actual account of what goes on, both behind the scenes and in front view, at a travel show. The story tells what she saw.



Attracting tourists to the Indiana booth proved no problem for hostesses at this year's presentation. Fortunately for the exhibitors, nearly everyone attending the Columbus travel show was genuinely interested in what each booth offered. Those stopping at the Indiana exhibit were primarily concerned with the fishing, hunting, and camping facilities in the state. And although others expressed interest in the Motor Speedway and specific festivals, the hostesses supplied answers and brochures to a spectrum of questions. Based upon the number of brochures and community literature handed out, Indiana's tourism girls talked with approximately 7500 people, roughly 10% of the show's total attendance.

Besides the individual booths scattered throughout the main floor, nearly a quarter of the space in the coliseum was reserved for the stage show. Performances were given twice on Saturdays and Sundays and once in the evenings during the week. An elevated platform with a built-in tank and a cleared area for other acts served as the stage. During the hour long production, the audience was entertained by sports champions renowned in the United States and Europe, though the highlight of each performance for youngsters was the 6'4" wrestling bear.

For the true outdoorsman, retailers displayed snow mobiles, boats, trailers, campers, and fishing, hunting, and camping equipment in another building only a short walk from the coliseum.

Indiana's representation at the Columbus travel show was important for several reasons. Not only did it give other states a look at Indiana but also exposed the hostesses to different methods of tourism promotion. But most important, Ohio's geographical proximity to Indiana means thousands of tourists annually travel westward through the state. And if vacationers are encouraged to visit Indiana, the state and communities will benefit economically.

This sixth Columbus Sports, Vacation, and Travel Show was produced by Hart Productions, Inc. It was sponsored by Dispatch Charities, Inc. with proceeds going to that organization to distribute to hospitals, churches, orphanages, etc. in the Columbus area.





One of the Program Assistants participating in the grocery story program which was planned to teach the ladies about food, nutrition and wise spending.

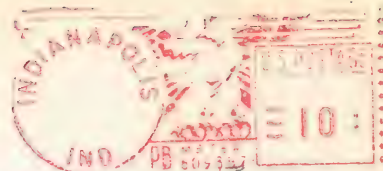
This card entitles anyone interested in consumer affairs to join the Indiana Consumer Advisory Council. The council concerns itself with such things as collecting information on buying attitudes toward the marketplace, distributing information about consumer issues (e.g. consumer fraud, unfair trade practices, legal protection), and relaying consumer oriented legislation that is before the Indiana General Assembly.



**INDIANA
CONSUMER
ADVISORY
COUNCIL, INC.**

- ☐ I enclose \$5.00 for an individual voting membership in the Indiana Consumer Advisory Council, Inc.
- ☐ I enclose \$25.00 for an associate membership to the I.C.A.C., Inc. (open to any association, private club, local or state governmental agency, corporation, partnership, or other business entity located in Indiana).

Name _____
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 Phone (home) _____ (office) _____
 Occupation _____
 My special consumer interests are: _____



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COVER PHOTO

A montage of industrial pictures. Turn to page 8 for the story.

PHOTO THIS PAGE

The Indiana School for the Blind

INSIDE BACK COVER PHOTO

"Almost, but not quite."

PHOTO CREDITS

*Photo on page 12.....Al Spiers
Photos on page 14.....Indiana School for the Blind
Photo on Page 15.....Indianapolis Star Magazine
Bottom photo on page 18.....Dept. of Natural Resources
All Others.....Indiana Department of Commerce*

HIGHWAYS

and



Indiana's Economic Growth

by BILL WATT

Director Information Division

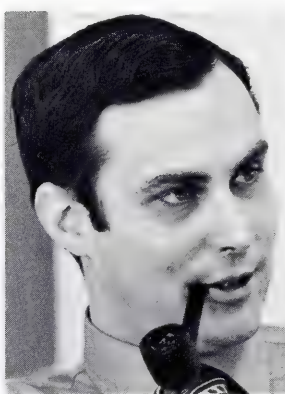
Economic development boosters believe that highways could be one of the most effective tools for economic growth. Highway men agree in principle but the dollar sign has mandated a no-passing-zone which is forestalling efforts to approach highway development in light of anything but existing needs.

Any industrial development specialist will categorize transportation as one of the prime factors in decisions on plant location. The ease of access to markets is no small matter in determining whether or not a company makes money. Good highways make it easier for workers to commute from greater distances adding to a city's labor force.

In recent years, economic development agencies and planning organizations have taken a heightened interest in transportation, partly because they have concluded that inadequate transportation systems have placed limits on the ability of many communities to expand.

This particular concern is part of an overall state problem which hinges on the continuing — and growing — imbalance between Indiana's urban regions and rural areas.

Simply put, the difficulty centers on this trend: areas



with large populations and existing industry will get more of each. Rural areas, especially down-state counties with sparse populations and little industrial activity, will experience continued stagnation.

Planners view this lack of growth as a legacy of decades of governmental neglect. As one put it: "Certain sections of the state have been let go and we need more equalization in funding for road programs."

State Highway Department spokesmen say they buy the concept of using highways to stimulate growth. However, they are quick to point out that existing highways are hard-pressed to accommodate a burgeoning volume of traffic in urban areas.

"It is difficult to consider building new roads in lightly-populated areas when we have situations such as Cline Avenue in Gary, with a traffic count of 35,000 vehicles a day," notes Robert H. Harrell, the department's executive director.

Further examination of the problem only intensifies its complexity.

The 1965 General Assembly directed a study of high-

way needs through 1985 and a report was submitted to the 1967 legislature.

The study, conducted by two consulting firms, brought out these points.

In 1965, Indiana had more than 91,000 miles of roads of all types, about 11,300 of them in the state highway system. At that time, 30 per cent of the state mileage carried only 5 per cent of the total traffic, while the most heavily traveled 16 per cent carried 50 per cent of the volume.

The findings predicted that by 1985 at least 8,500 miles of state highways would need improvements. In many cases, major arteries would require relocation if they were to be effective funnels for the anticipated acceleration of highway travel.

A Selective Approach to Modernization

The report urged a "selective" approach to highway modernization. It contended that the state should turn over to local agencies segments of the state network that primarily serve local traffic. Also new methods of highway classification were proposed, along with means of financing construction and improvements. The 1967 report has since been used as a "guideline" by the State Highway Department. One immediate effect in the realm of finance was a subsequent legislative decision to hike the gasoline tax by two cents to finance road improvements.

Harrell said the plan of divesting mileage used mainly for local traffic has been implemented but often runs afoul of local interests and pressures.

"It's often very unpopular with communities, who don't think it's fair," he commented.

Walter H. Frick, who has charge of development plans for the department, said such transfers make life easier for the state but have the effect of shifting the responsibility to units of government which sometimes don't have the money to keep them in good order.

The study committee put a price tag of \$238 million a year for needed improvements in the state highway system alone. That comes to about 4.7 billion for the 20-year period.

Harrell estimates that \$3 billion is necessary for the state-operated roads during the next 10 years but thinks that \$1.5 billion is a more realistic guess as to what the department actually will get.

He adds that funding is repaid by the continued erosion of federal highway trust fund payments to Indiana.

Frick said that economic impact is one of roughly a dozen considerations in determining priorities. Harrell lists population growth trends, traffic counts and safety factors as the most important items.

Mass Transportation

Right now, the Planning Division of the Indiana Department of Commerce is embarking on a state transportation needs survey for the federal Department of Transportation. The survey, to be completed by September 1, will cover air, highway, rail and water systems.

That agency is the catalyst in examination of the state's urban-rural imbalance. Therefore, economic considerations will be considered in the study. The project director, William Warren, pointed out that potential for development of mass transportation channels will get detailed attention.

Over the long haul, mass transportation could ease the traffic snarl in congested urban areas, thereby freeing more money for other projects.

The Interstate System in Indiana

Transportation specialists agree that the most significant boost highways lately have given to economic growth in the Hoosier state is by means of the Interstate Highway System.

Harrell said he "doesn't know what Marion County would have done" without the interstate routes now converging on the fast growing capitol city and its suburbs.

The interstates do emphasize the basic advantage Indiana offers industry—central location and ready access to markets for manufactured goods.

When completed, the Interstate System will traverse 47 of the state's 92 counties.

The Interstate System was designed to serve virtually every U.S. city of more than 75,000 population. In doing so, the multilaned ribbons of concrete bisect many rural counties.

A comparison of the Interstate map with county population growth projections compiled by the Indiana Department of Commerce produces some interesting hints at the role of highways in economic expansion. For a moment, let's forget Interstate 64 (which runs from Louisville to St. Louis along eight Ohio River counties) and use as a yardstick other segments of Interstate highways that are open or near completion.

The completed system, minus I-64, will range through 39 counties, at least half of them essentially rural in nature. The population projections show that all but four of the 39 can expect population growth through 1985.

For the entire state, 54 counties are expected to record increases in population, while as many as 38 could post declines.

Southern Indiana

The current state road program recognizes the transportation problems of southern Indiana. The lion's share of contracts for primary roads focus on two highways in that area: Interstate 64 and U.S. 41 (from Evansville to Terre Haute). Although the decisions primarily were based upon traffic counts and the requirements of the Interstate System, it's no secret that community leaders in southwestern Indiana have for years sought better highways to serve their economy.

Completion of I-64 will provide the best test yet of the value of modern highways as a basis for economic growth.

Of the eight counties it will directly serve, as many as five could suffer population decreases through 1985, according to the Department of Commerce projections. Since those projections were based on prevailing patterns in the late 1960s, they don't take the highway into account.

One county—Posey—already is running counter to the projections with the acquisition of industry and the interest being generated over a major port facility near Mt. Vernon. The knowledge that a highway of national importance ultimately would serve the county no doubt is helping the boom.

How much of a transformation the highway will perform in four other counties—Spencer, Perry, Crawford and Harrison—is a matter of considerable interest, since their population levels have remained stable or declined during the past decade.

Highway 41 is expected to provide economic stimulus to the Evansville area and Frick mentions Ind. 62 between Evansville and Mt. Vernon as a project that was started

(*cont'd on pg. 16*)

IDEAS TO STIR AWARENESS

by Debbie Tower

Noted Writers To Follow A. Lincoln

For the second year the Lincoln Heritage Trail Foundation is sponsoring a travel writer-editor tour that will take 16 notable magazine and newspaper writers along the route Abraham Lincoln and his family followed through Kentucky, Indiana, and Illinois.

In December of 1970, the Trail's executive director and its three state travel directors selected a group of writers and editors of national recognition and sent invitations to them requesting their participation in the tour. Accompanying the writers are tourism representatives from each of the three states.

The intention of the travel writer-editor tour is to encourage for the writers first-hand impressions and information for future articles about the Trail. For the writers the trip is expense free except for transportation costs to Kentucky and from Illinois.

The tour begins in Kentucky on April 18, and enters Indiana two days later. During the two and a half days spent in Indiana, writers are shown parks and memorials dedicated to Lincoln and visit other tourist attractions along the travel route. Overnight lodging is provided at points of interest along the Trail. Around noon on April 22, the group moves into Illinois for the final days of the tour.

Besides publicity for the Trail, another of the Foundation's project objectives is to generate additional tourism income to the states involved.

Highway "Side Tours" Designed

Among its responsibilities, the Tourism Division of the Department of Commerce publishes up-to-date, descriptive literature about Indiana's tourist attractions and recreational facilities. Once provided with such information, both Hoosiers and out-of-state tourists are better acquainted with what to see and do in Indiana. Two projects are currently underway to create this awareness.

By late April, brochures suggesting "side tours" for Indiana interstate travelers will be ready for distribution. There will be seven brochures, one for each selected interstate. Six of the brochures will tell what can be visited within an hour off interstates from Indianapolis to points north (Indiana/Michigan state line), south (Indiana/Kentucky state line), east (Indiana/Ohio state line) and west (Indiana/Illinois state line). The seventh brochure suggests side tours off U.S. 41 from Terre Haute to Evansville. Also included in each of the brochures are map sketches of the areas discussed.

"Spring Loose in Indiana This Spring" is the theme of the Tourism Division's second project. On April 18 and again on April 25, and May 2, nine Indiana newspapers will carry advertisements encouraging Indiana residents to make short trips to places of interest not farther away from their communities than a two-hour drive. The advertisements list three activities or resorts in the area.

Students To Tell "Indiana Favorites"

This month Indiana's public and private elementary school children are participating in an essay contest sponsored by the Tourism Division of the Department of Commerce. "My Favorite Indiana Vacation Place" and "My Favorite Thing to See in Indiana" are alternate topics for the essays.

Toward the end of March, letters were sent from Lt. Gov. Richard E. Folz to superintendents, principals, and teachers throughout the state to introduce the contest and to ask for their participation. In addition, contest kits, which include contest rules, explanation of prizes, posters for bulletin boards, and several Tourism publications for reference, were sent to principals for teachers' and students' use.

Each entry is to be written in essay form. First and second graders are restricted to 25 words or less, third through fifth graders to 50 words or less, and sixth through eighth grader's to 75 words or less.

For the contest, the state has been divided into five regions. Each region will have a first, second, and third place winner from each grade level. Then, regional first prize winners from each grade will be compared in a final judging to determine the eight grand prize winners, one from each grade level.

Judging will be done by members of the Tourism Division, and based on originality, content, neatness, and spelling. Prizes awarded to all regional first place winners include two days at the state park of their choice for themselves and their parents compliments of the Tourism Division. The trip may be taken any time before August 31, 1971, and lodging and meals will be provided. First prize winners also receive a certificate of achievement and a camera.

Second prize winners win a certificate of achievement, a camera, and a day of activities at the state park of their choice. Third prize winners receive a certificate of achievement and win a day of activities at the state park of their choice.

And grand prize winners will receive a certificate of merit, and win a field trip for his school class to the state park of their choice with transportation provided.

In addition to the prizes won, winners are invited to an honorary luncheon with Lt. Gov. Folz.

The contest closes on April 30, and winners will be announced the early part of May.

BE WISE and BEWARE

by Sonya Saunders

Director, Office of Consumer Affairs

One morning a pest control inspector knocked on the door of a lady in Marion, Indiana, and told her he would like to inspect her home 'free'. Although she had her home sprayed for termites less than a year prior, she agreed "just in case." A few minutes later he announced that her basement was infested with beetles. So she agreed to let him spray for beetles. The charge was \$250, so she wrote a check for the full amount! That afternoon two men returned and told her the man has charged her too much. They said they had torn up the check and asked her to write another check for \$225, which she did. After they left she thought it over and began to realize she had been taken but there was nothing she could do to get her \$475 returned as they had cashed each check immediately and then skipped town.

Another Marion home was entered by a man to clean the furnace for \$5.99 after which he estimated \$600 in repairs were needed immediately for the family's safety because of a crack in the fire bowl. The couple objected to this high cost and the man said it was better than spending \$1700 for a new furnace! This couple objected and checked with their local dealer. After his inspection he said all they needed was a new belt and that a new furnace, including labor was only \$450.

Have these or similar problems involving door-to-door salesmen confronted you or your neighbor?

After numerous complaints from citizens in a variety of areas the Marion Chamber of Commerce, Business Ethics Division, began investigating the situation. Ordinarily this committee, made up of housewives, lawyers, insurance men, doctors and volunteers, concentrates on efforts to encourage the parties of a controversy to reach an equitable agreement. Although the division is legally prohibited from practicing law and, therefore, will not give legal advice, they began investigations to see what could be done in their community to eliminate the unscrup-

ulous door-to-door salesmen that exploit gullable homeowners.

One member of the committee located the "Transient Merchant Law of Indiana" (Source: Acts 1955, c. 345, s. 1) and when combined with the Marion City Ordinance (#5-1935) composed the following summary:

Transient merchants as defined in the acts shall include all persons, firms and corporations, both as principals and agents, who engage in, do or transact any transient or temporary business in this state, either in one locality, or in traveling from place to place in this state, offering for sale or selling goods, wares or merchandise.

The following steps are necessary to obtain a transient merchants county license:

1. A notice must be mailed to the Indiana Department of Revenue at least 10 days prior to application stating exactly what will be sold and the methods of collecting and remitting the necessary Indiana sales taxes and gross income taxes.
2. Application with the county auditor for a license which must be accompanied with a bond with sureties of \$500 or two times the value of the goods to be sold, whichever is greater.
3. The license cost is \$10 per day for each license granted. If any transient merchant is going to sell inside the city limits of Marion they also must purchase a city license from the city clerks office the cost of which is \$5.00 per day.

Notices to this effect were publicized through the Marion media warning illicit salesmen of the law which local authorities would be enforcing.

Shortly thereafter, complaints concerning an influx of magazine salesmen who were using questionable sales tactics began reaching the police, Chamber of Commerce and attorneys. The salesmen professed to be some type of student working their way through school (college, nursing, law, etc.) and claimed to be backed by 'certain' local businessmen. They were either trying for a study trip abroad and needed 'only one more point' to qualify or, to those uninterested, a contribution to their tuition.

One approach was used by two men: they would call on a lady, home alone, and one would stand where he couldn't be seen while the other knocked on the door. When she opened the door there were two men. If she didn't invite them in they invited themselves. If she wasn't interested in magazines, they informed her that she

would buy a subscription. Such 'scare' tactics were regarded very unfavorably by the Business Ethics Division.

After four days of mushrooming complaints, they realized there were several "door-to-door crews" working in Grant County. The Marion Police located one crew of four out-of-state men. They were picked up and questioned, then informed of the existing ordinance and released. The following day they were found soliciting within the community without proper license or receipts, so they were again picked up but this time jailed with \$500 bond each for violation of the Transient Merchants Act (which their company posted three days later).

According to the law there is a minimum fine of \$200 with a maximum of \$1000 and/or a 30-180 day sentence.

This law is not to hinder the revenue of the state but to ward against unethical sales practices. Avon, Fuller Brush, Girl Scout cookie sales, etc. are not classified as transient. By getting rid of the deceptive salesman, it will not detract from commerce but allow for more satisfied customers.

Door-to-door salesmen sell an assortment of products; Hong Kong suits, vacuum cleaners, pots and pans, fire alarms, magazine and encyclopedia, or home repairs such as furnace repairs, roof sprayers, siding and painting, etc.

Some groups promise 'easy' money by working at home mailing postcards, raising animals, etc. or starting one's own mail-order business, for example, in pens and office supplies. Many get attention by saying a resident has WON a 'free' wig, sewing machine or console stereo, then finagling him into signing some form of contract.

If you are ever in doubt about the authenticity of a door-to-door salesman, check with the Chamber of Commerce or with the county auditor to check on the salesman's license. Taking a minute to "investigate" may reveal the salesman's "sincerity" and spare you a costly mistake.

R E M E M B E R :

Don't be afraid to say NO!

Don't be afraid to "sleep" on a decision.

Don't sign a contract with blank spaces.

Don't sign a pre-dated contract.

Don't sign a contract without thoroughly reading and understanding it.

Don't hesitate to shop around . . . your local merchant may have the same thing at a lower price.

Watch out for: pressure sales, sob stories, "your last-chance-for-this-offer", "once-in-a-lifetime-offers," etc.

A N D A B O V E A L L :

Don't expect something for nothing.

TO INVITE MORE INDUSTRY

by Sally Newhouse
Editor

Six years ago the Indiana state legislature reasoned that industrial development in Indiana would be further encouraged if a state agency were established that would work as a clearinghouse for interested industry and community alike.

That state agency was established as the Industrial Development Division of the Department of Commerce.

Since 1965, the Division has worked to bring new industry into Indiana and to encourage existent industry to expand here. But industry and the Division cannot alone establish industrial expansion. Community cooperation is a "must." In this case, community cooperation means submitting factual brochures to the Division. These brochures provide the Division with ready information about Indiana's towns when an interested industry inquires with the Division.

The following article outlines steps for citizens to follow in order to cooperate with the Industrial Development Division in efforts to bring new industry to their communities.

No doubt, already living in your community are persons interested and suited to working on an industrial development citizens committee. Most likely these persons represent a cross-section of influential citizens, for example, a representative committee may consist of your Mayor, a banker, Chamber of Commerce secretary, utility managers, a manufacturer, the superintendent of schools, a transportation representative, a labor union leader, a retail store representative . . .

Once the committee is named, its first function is to collect all information about your community which a thorough businessman from a prospective industry would need or like to know before making his choice of location in favor of your town.

Publish the information in an attractive brochure. This brochure does not have to be elaborate or expensive, just easy-to-use, thorough, and to-the-point. Since some facts about your community are variable and others more constant, it would be advisable to arrange your booklet so that single pages may be replaced with up-dated information—a looseleaf binder with dividers sections, for instance.

The following ideas are suggestions for the specific information necessary to a complete brochure:

- | | |
|------------------------|-----------------------------|
| 1. Name of city | 10. Major Industries and |
| 2. General Information | Number of Employees |
| a. history | 11. General Services |
| b. location | 12. Educational Facilities |
| c. population | 13. Financial Institutions |
| d. land area | 14. Churches and Libraries |
| 3. Tax Information | 15. Medical |
| 4. Water Supply | 16. Communications |
| 5. Sewage System | 17. Housing |
| 6. Gas | 18. Recreational Facilities |
| 7. Electric | 19. Fraternal Organizations |
| 8. Transportation | 20. Map of City |
| 9. Labor | 21. Industrial Sites—Zoning |

Once the pertinent information has been gathered and printed, send brochures to:

State-Federal Development and Planning Agencies
Professional Plant Location Consultants
Trade Associations
Railroads
Electric Utility Companies
Gas Companies
Manufacturing Executives
Purchasing Agencies
Banks
Industrial Realtors
Engineering Firms
Newspapers
Trade Paper Editors/Writers
Chambers of Commerce
Indiana Department of Commerce

If, as you are gathering the details about your town, you find there is a major deterrent to prospective new industry, for example, no extra sewage treatment capacity, you should take up the matter to resolve it as soon as possible, otherwise one deficiency can affect detrimentally the whole community.

It would be wasted effort if a citizens committee were formed and brochures printed and then no effort was made to bring in new industry. The Industrial Development Division is one agency equipped, qualified, and ready to help your community earn new industry. Here is how the Division can work with you:

A company, having specific needs (land, water, etc.), inquires with the Industrial Development Division which, in turn, informs the communities on its mailing list. From that point, it is your community responsibility to respond to the Division with a written presentation of your community. If your town does not meet the prospect's needs, there is no reason to answer the inquiry. As the presentations come in, the Division will forward all presentations to the inquiring company. Company officials will then evaluate the data and decide which communities come closest to meeting the company's needs. Next, company officials either will call the Division to arrange a meeting with the chosen town or will contact the town's leaders directly. From this point, the interested company and your community cooperate until the company decides whether or not to locate in your area.

Working with the Division of Industrial Development to bring in new industry are other large organizations. Railroads, electric companies and large banks have a vested interest in developing industries in their region. Many even advertise nationally to attract companies, and would willingly cooperate with you to help find prospects in much the same way as the Division.

Your individual community may also wish to make an independent promotional effort in which case you have one of several alternatives: mail brochures to selected

(cont'd on pg. 16)

Museum of Transport and Communication

by Jim Cook

In 1929 there were 20,000 passenger trains in operation in the United States. In 1971 there are 150. There are those who forecast the locomotive will become as extinct as the buffalo during the next twenty-five years. No wonder then that, based on past records and future predictions, there is a general move afoot to preserve old transportation objects for future generations to relish.

In October of 1960 train buffs Vane Jones, Jerry Marlette and David Peat met with some other individuals whose common interest was to preserve railroad cars and forms of communication. The Indiana Museum of Transport and Communication is the outgrowth of this tête-à-tête. Naturally their immediate goal rested in locating as many retired railroad cars, locomotives and related items as possible, first in Indiana and then in nearby states.

A lengthy list of prospective relics was quickly reduced by process of elimination—many were simply in such poor physical condition that restoration was financially infeasible.

Some articles, however, were found desirable and the bargaining committee set out to acquire iron-horse.

The first purchase was a four-wheel steam switching locomotive that was purchased jointly with the Indiana Railway Museum. Considerable work went into this engine to make it operable.

The second purchase centered on a ready to operate electric inter-urban car that was, after brief renovation, placed on public exhibition in the New York Central's Bee Line Yard in August of 1963.

By this time it was becoming apparent a more suitable and permanent location was needed for the railroad relics.

After many sites were rejected, Forest Park in Noblesville, Indiana was accepted as the collection's permanent resting place.

Though the arrangements for the use of Forest Park were made in 1964, official opening was delayed until August 3, 1968. During the four year interim acquisitions came rapidly. The Indiana Museum of Transport and Communication (I.M.O.T.A.C.) now had increased its stable of iron horses to include a small electric locomotive, a wood observation car (1888), an instruction car (for training crewmen), an old wood coach (1907), and a diner that was built in Jeffersonville, Indiana (1930) and operated between Cincinnati and New Orleans until a year ago.

Other additions included a baggage car that houses many railroad artifacts and memorabilia, two box cars and a fully equipped pullman sleeper with 22 compartments that still is used on railroad charter trips.

Railroad track was also acquired. Next the museum leaders theorized, "what good is a bunch of trains and cars without a station?" Their next campaign seemed obvious. They contacted the New York Central and St. Louis officials at Hobbs, Indiana, to bargain for the small station there. Finally reaching agreement, museum officials arranged for the building to be moved to its new home in Forest Park in May, 1968.

Perhaps the most impressive acquisition by the I.M.O.T.A.C. officers is the train-shed that once served as the storehouse for the Indianapolis Traction Terminal which was the largest inter-urban station in the world at one time. The shed was capable of housing nearly 20 cars on its nine tracks.

The train-shed presently lies dismantled on the Museum grounds, but plans include reconstructing this historical shed at its new home. Each piece of the train-shed has been numbered for future rebuilding; only the lack of ready money is deterring reconstruction.

An immediate goal is that by this summer the inter-urban cars will be running over a half mile of track in Forest Park. Long range plans call for the cars to eventually encircle the park. To help this cause along the museum is continually on the lookout for salvageable rail from various projects around Indianapolis.

Among the overall objectives of I.M.O.T.A.C. is the aspiration ultimately to operate full-size railroad equipment, both electric and steam, to display small dioramas in portable cases for showing in schools and libraries, to establish a comprehensive library for serious research in the fields of transport and communication; and to construct a building styled like a livery stable, to house horse-drawn equipment, a building styled after an old time garage, to house autos, trucks, and buses, and a building to house communication equipment such as the telegraph, telephone, printing press, and radio and television.

Frank Pirtle, a director of the restoration project, explained the rationale for persevering toward completion of the museum. "Its interesting to note that at the turn of the century the state of Indiana and more specifically the city of Indianapolis was the national leader when it came to electric interurban transportation. Each year millions of people rode the interurban cars, which departed from the train-shed at Traction Terminal every five minutes." Pirtle continued, "With such a proud heritage it would be a injustice not to carry through with our restoration project. We have an obligation to see that momentos of this legacy are preserved for future generations."

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Things



...YESTERDAYS



Featured on these pages are hints and glints of the Indiana Museum of Transport and Communication, located in Forest Park, Noblesville. The museum officials, like the "trainman" pictured on the opposite page, have a master plan that, when reached, will afford visitors a thorough "remembrance of things past."

But right now, the museum is still "collecting."

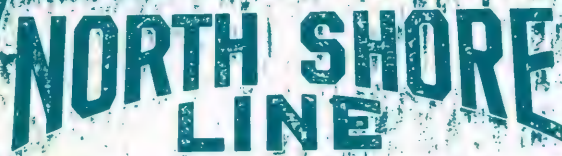
The picture at the top left-hand corner shows the emblem of the Hoosier, a passenger train of the Monon Line that connected Chicago and Louisville.

The platform of a business car is shown in the top right-hand picture.

To the left is a glimpse of a diner, viewed through the lattice guard-fence at the end of another car.

Above is a high contrast photograph of a rail pile. Eventually these tracks will be laid and trains will actually run on them.

On the opposite page in the top left-hand corner, the noted Chicago North Shore Line is remembered with this insignia.



NORTH SHORE
LINE



The top right-hand corner shows the former station at Hobbs, Indiana.

Frank Pirtle, a prime figure in the realization of the museum, models an original trainman's cap in the bottom left-hand picture.

And to the right of the page, the familiar switchman's lantern is featured.



Coho Abundance

by Al Spiers

*Outdoors Editor
Nixon Newspapers*



For the angler, Lake Michigan has been magically reborn—and April is when Indiana's waters reawaken after winter's icy sleep.

Five years ago this Great Lake whose southern curve is Indiana's northern boundary, was virtually barren of sport fish except for piddling perch. Sea lampreys, pollution and heavy commercial fishing had combined to decimate lake trout and other large fish.

Lake Michigan did have one fish in super-plenty—small, uncatchable, inedible alewives which died by billions each year, washing rotting corpses and an overpowering stench upon some of the world's finest beaches.

The miracle of rebirth began in 1966 when Michigan planted 650,000 coho salmon in the far-north Platte and Manistee Rivers. No one could be sure these West-coast sea-run salmon would survive in Lake Michigan, hopefully by eating pesky alewives. It was all a bold experiment.

Survive? The new salmon exploded! Safe from other predators and offered a vast alewife smorgasbord, about half the coho came back to the Platte and Manistee as mature spawners—five times the normal survival rate.

In northern Michigan, that caused sport fishing also to explode in the Fall of 1967—literally, in some cases, as mobs moved into streams with clubs, spears or nets to get the huge salmon.

The experiment a success beyond dreams, Michigan swiftly enlarged its salmon program, investing more than \$20 million in an ultra-modern, automated hatchery and rearing station along the Platte river, and pushing annual plantings of both coho and chinook salmon past five million in 1970.

Along the way, Hoosiers made a happy discovery. By the millions, Michigan's migrant salmon spend each Spring in Lake Michigan's warm southern shallows—mostly close to Indiana's shores.

Better still, having eaten little during turgid winter months, the hungry salmon hit anglers' lures eagerly in Spring.

Since it all began a scant three years ago, salmon have been giving fishermen action galore all along Indiana's shores from about April 1, when most ice is gone, to well

into June when warming waters gradually send the salmon north or into deep water.

And there's more to come!

Despite an acute shortage of hatchery and rearing facilities, Indiana in 1970 and 1971, managed to plant 50,000 coho and 150,000 chinook each year in its only two tributaries deemed clean enough to support them—Trail Creek at Michigan City, and the Little Calumet River's east branch, which flows into Lake Michigan via Burns Ditch.

The first coho stocked are due back to their native streams this fall—which means fishing for them will resume in late August in off-shore waters and continue until freeze-up in lake and streams.

The salmon fishing boom has had another happy by-product, disclosing the presence of other fine sport fish making a comeback in Lake Michigan's Indiana waters—big, lake-run German brown trout, mostly stocked by Wisconsin; fine steelhead trout, and lake trout up to 12-15 lbs.

Last Fall, the state record for brown trout was twice broken by Lake Michigan catches—the first 11 lbs., the second over 12 lbs.

What's needed to catch these new Hoosier salmon?

Mostly, a boat! Briefly in early Spring, some salmon are caught from piers in Michigan City and the Calumet, but once the water warms past 40 degrees the fish scatter widely.

Tackle? Regular spinning, casting or light trolling equipment is all you need, along with a standard assortment of small plugs, spoons, spinners.

An Indiana fishing license, with trout stamp, is required, of course.

Trailer boats—ample and safe enough for treacherous Lake Michigan, one hopes!—can be launched from public or private ramps at Michigan City, Burns Ditch, Gary and East Chicago. (The Department of Natural Resources, Statehouse, Indianapolis, has detailed information about these facilities.)

Michigan City has generally led promotion of Hoosier salmon fishing and can offer much information about it. Address: Chamber of Commerce, Franklin Square, Michigan City, 46360 (enclose 25¢ for handling).

The Chamber also has annually sponsored a Salmon Seminar & Fish-In for the outdoor press and tackle trade in mid-April since 1969. This year it's scheduled for April 16, 17 and 18.

Are the salmon biting now?

"Absolutely—we guarantee it," says Jerry Ginthner, Michigan City Chamber executive. "Three local anglers made limit catches as early as March 14, and fishing has been consistently good since the weather warmed."

That March 14 catch, by the way, included nine coho, three steelhead, and three German brown trout—a typical mixed bag on Lake Michigan these glad new days.

So if angling is *your* bag, give these exciting Hoosier waters a try!



JAPAN AND INDIANA

by Prof. Richard N. Farmer

Indiana University School of Business

(The following excerpt was taken from an article that was written for "Indiana International Trade," a publication by the International Trade Division of the Indiana Department of Commerce.)

Introduction: Indiana and Japan enjoy a peculiar, symbiotic relationship little observed or commented upon in recent years. For the typical Hoosier, Japan is way out there someplace, a country seldom visited or worried about. Those who see it have been servicemen, in a war or occupation role, along with a few traders, some diligent tourists, and handful of students. It is not a place to excite or interest most people in Indiana.

For most Japanese, Indiana is (maybe) some vague state in the United States, a place where almost no one bothers to go. Few Japanese could locate the state on a large map; fewer still would know why Japanese should care. Yet, through distance, indifference, and ignorance, the two places are intimately related, and the relationship is likely to grow more intimate. Both places, through accidents of history, industrial development, and geography, seem to have exactly what the other needs. And that is what this paper is about.

International economists talk about comparative advantages for countries and areas; they note that any country tends to export the things which it is good at producing. Politicians and others have tried for centuries to reverse this fundamental fact, with relatively little success. If a region or country is efficient at something, then it will eventually find a market abroad. As it turns out, the kinds of things Indiana and Japan do very well indeed may yet be the things which both need badly—hence the symbiosis across six thousand miles.

The Likely Future: The major reason why Indiana's industrial goods have not found good markets in Japan is that for twenty years Japan has followed a policy of protection of the home market in such products. Their government has argued that for a developing country, it is reasonable to protect home industry from efficient competition from abroad. And they have made the argument stick in international circles. Japan *was* a poor country, and its inefficient industries *did* need protection from foreign products. All true—until about now.

But now Japanese industry, in many sectors, is perhaps the most efficient in the world. Instead of being a country of cheap labor and exploitation, some Japanese workers earn almost as much as Americans, and their firms still manage to export. Hence world pressure, including a lot from the United States, is now on Japan to loosen up a bit, or face import controls on still more Japanese products.

Another part of the protection for domestic firms in Japan has been major restrictions on foreign investment. American firms, among others, have been unable to invest in Japan, except as partners in selected situations, and there are few American multinational firms with major operations in Japan. Unlike other wealthy parts of the

world, as Western Europe, Japanese so far are not confronted with the ugly American, intent on building new industries—and in the process, making local persons rich, changing cultures, and importing vast amounts of machinery and components from home.

So two key controls, on capital and goods, have kept out most Indiana industrial exports to Japan. But in the past few years, Japan has moved from a deficit country in world trade to a major surplus country. Estimates for the 1970's suggest that routine annual balance of payment surpluses of \$2.5 to \$3.5 billions can be expected. With such surpluses ever mounting, Japan now has no argument that it is poor, underdeveloped, inefficient economy. Indeed, other countries, including our own, are getting quite impatient with the now outmoded arguments.

So the game will change. It is quite possible that within the next two years, Japan will relax many kinds of import controls and relax also various capital import controls. And as these things are done, the symbiosis between Japan and Indiana will change radically, and very likely for the better for most Hoosier firms.

On the import side, one can observe major Japanese industries now very efficient in world trade, and consider what Indiana might offer. In auto components alone (as with automatic transmissions), there are probably more potential markets in Japan, once trade restrictions are eased, than the present total of industrial trade. Indiana happens to be awfully good at producing such items. In heavy machinery, the same might apply, along with many kinds of specialty machines which can successfully be sold in a more liberal market.

Capital import relaxation also may confer unexpected benefits. It is likely that many American firms, large and small, will go into Japan as investors in plant and equipment if controls are eased. And such investment always brings with it demands for new American capital goods, personnel, and components.

So here is the promise. A few key changes in Japanese trade and capital constraints, now long accepted as facts of life, can change the game almost beyond belief. And the Japanese can pay—presently they have a surfeit of hard currencies to afford whatever they want. It is very likely that the next ten years will see a quite different trade pattern than the last ten years, if present pressures for change bear fruit.

There is a price to pay, of course. As Japan develops and grows, it will continue to be a keen competitor for many products which also are produced in Indiana. A lot of Hoosier firms will spend much time trying to figure out how to get their costs down as a result. Many will be upset; many will scream about unfair competition—but in the end we may all gain.

Conclusion: For half a lifetime, we have accepted certain key constraints in regard to Japan, which by now have
cont'd on pg. 16

Indiana's School for the Blind

by Sally Newhouse



Pictured above is an elementary student reading Braille.

To the right, another student is learning about the geography of the United States.

The Indiana School for the Blind tells a continuing success story. It opened in 1847 with nine students in a rented building. The next year saw a permanent home built and an expanded enrollment of 25 students. Progress assumed a regular pace until 1925 when the school, located near downtown, was forced to move to make room for the World War Memorial Plaza. And move it did—onto spacious grounds, extensive plans for construction and expanded opportunity for the students.

It's a long time since 1847 and nine students. Today, 185 students, visually handicapped students, are facilitated in every known way to overcome the loss of sight. And at minimal expense to the families involved. State appropriations finance the school. It's a public school—any qualifying visually-impaired student may attend so long as his family resides within the state boundaries. As printed in the school's admission policy, "to qualify for admission, a child must have a sufficient loss of vision to impede his progress in a regular school program. A child must be between the ages of 5 and 21 years; educable, able to communicate; dress and feed himself with a minimum of help and be toilet trained. Parents or guardians must be legal residents of the State of Indiana. Prospective students must be evaluated by the Indiana School for the Blind prior to consideration for admission."





These blind students can enjoy various "ball games," thanks to the audio ball. Developed by American Telephone and Telegraph Company, the ball beeps intermittently so the students can follow its path. The ball, slightly larger than a softball, can be batted, rolled, tossed, even kicked. A small pin-type device starts and stops the beep which is battery generated. Only about 24 hours is needed for recharging.

Like other public schools, the School for the Blind readies its students for the life that waits just beyond the school grounds. The classes are the same as those offered in regular schools, plus specialty courses that have proven valuable in educating blind students on a par with their sighted contemporaries.

Children with kindergarten-through-second-grade abilities are not divided into chronological-age grades. Until third-grade competence is reached, elementary students are put into levels, moving from one to the next according to their individual rates of learning. The levels are specifically designed according to a basic reading program, the underlying purpose of which is to combine students of similar maturity and achievement. The result of the leveled program is more direct instruction for each child and a facility for promoting a student when he's ready rather than according to a more impersonal structured schedule. An average class ranges between six and ten students per teacher.

Because the school district for the Blind School is the whole of Indiana, all but six students live on campus. Altogether, this year's students roster totals 185. Houseparents live in each of the dorms. They, the teachers, administrators and specialist-personnel strive to foster a warm, understanding climate for the learning, maturing students.

The whole person is developed at the School for the Blind. Every part of human growth is nourished, including physical fitness and recreational enjoyment. Physical education is required through the first semester of the senior year and six nights a week, recreational areas in the dorms and gymnasium are open. Competition is encouraged, even against public schools where feasible.

When a blind student graduates from the School, he is

ready for the steady challenges that are wrapped into each day. Because most people are not blind, blind students are taught to get along in environments that are untreated for the handicapped. When a Blind School graduate enters the world's realities, he confidently knows how to master them on his own. He knows how to walk with a cane. Instinctively, his ear works to see for him. There, understandably, will be situations arise when a blind person must reach out for another's humanity, but almost miraculously, blind persons can and do take care of themselves.

The School itself yawns over 60 acres. Itemized, that means 14 dormitories, a main academic/administration building, garage, gymnasium, power plant, laundry, health center. . . . In a word, the 60 acres support a world in microcom.

Supremely important to School officials is the emotional maturity of each student so that he can function as a contributing adult. In addition to the daily academic classes and extracurricular activities, special personnel are employed full-time to lend emotional guidance. Professional psychiatrists and a social worker keep up to date "personal history" records on each student to enhance their understanding and guidance. The students are counseled both privately and in groups. When a student is nearing graduation, he is consulted by a counselor from the Indiana Agency for the Blind. This counselor will either help the student continue his education or place him vocationally. Approximately 50% of the School's graduates continue on to college.

Visitation is encouraged. All that's needed is an appointment. If you would like to treat yourself to an uplift, visit the Indiana School for the Blind and see a good reason for taxes.

OTHER COMMERCE NEWS

May 10 Conference to Tell Businessmen About Federal Spending Changes

Improving the state's economy and helping Indiana businessmen to learn more about changes in Federal spending patterns are the two goals of an Indiana Procurement Conference scheduled for May 10 at the Atkinson Hotel in Indianapolis.

At the conference, Federal buyers and prime contractors will offer explanations of the recent changes in spending, maintain booths supplying information about purchasing plans and procedures, and provide lists of contracts to be assigned. Company representatives from Indiana can collect relevant data and inquire about bidding procedures on the spot, and, it is estimated, can save themselves nearly \$3000 and three months time by attending the conference.

Sponsoring the conference are Governor Edgar D. Whitcomb, Lt. Governor Richard E. Folz, the Indiana Congressional delegation, the Indiana Manufacturers Association, the Indiana State Chamber of Commerce, the Indiana Bankers Association, the Indianapolis National Business League, the Indiana Junior Chamber of Commerce, and other business organizations within the state.

Goerlich's Inc. Comes to Indiana

Goerlich's Inc., a division of Questor corporation, based in Toledo, Ohio, has expanded its facilities into Indiana with the purchase of the former Plimpton Press building located west of LaPorte at Pinola. The plan for the building is to develop it into a master warehouse distribution center for automotive parts.

Among the automotive parts Goerlich's Inc. produces are shock absorbers, exhaust systems, and front-end parts. The region the new plant will service includes northern Indiana and the Chicago area.

According to Goerlich's, the 36 acre site allows sufficient opportunity for facility expansion. Construction will begin during 1971 to nearly double the present floor space. By July 1, employment of 35 people is expected with an estimated increase of 55 by the end of the year. Installation of the necessary warehouse distribution systems will follow.

Officials of Goerlich's said the LaPorte area was selected for the new plant because of the site's access to a network of nearby interstates and railroads and because of its location in a major market area. Also an important consideration was LaPorte's favorable social attitude.

Highways (Cont.)

because existing traffic volume warranted it but one that will help create potential for additional growth.

"Mini-Toll Roads"

Finally, another technique that could provide a device for roads to serve growing industrial areas is the "mini-

toll road" proposal of the State Highway Commission. (At this writing it had passed both the House and Senate and was in conference committee to resolve changes made by the Senate).

Since the State of Indiana can't formally stand behind toll road bonds (as Kentucky has done), plans for toll roads never get beyond the dream stage since it requires an extremely optimistic feasibility report to attract the interest of bond buyers.

The core of the latest proposal involves keeping the tolls on the East-West Toll Road across northern Indiana after the existing debts have been eliminated. Revenue on the continued tolls could be utilized to pay interest, principal and operating expenses of the new toll roads.

It is estimated that three of every four motorists on the East-West Toll Road is a non-Hoosier. The thought of having out-of-staters help build Indiana roads is indeed heartwarming.

It's far too early to predict the end result, which likely would focus on short toll roads in high traffic areas which badly need expressways.

If mini-toll roads work, they might eliminate some of the drain on highway construction money caused by urgent requirements of urban centers. That development could permit a reshuffling of priorities to enable small and medium-sized cities to get a larger piece of the highway budget action.

. . . More Industry (Cont.)

corporations interested in expanding; send a community delegate to the company; and/or advertise nationally through trade publications or business magazines.

It is imperative that all pertinent agencies cooperate to induce new industry into Indiana and consequently to keep the state's economy healthy. Do join our purpose.

For further information on how the Industrial Development Division can be of help to you, write the Department of Commerce, c/o Industrial Development Division, 334 State House, Indianapolis 46204.

Japan and Indiana (Cont.)

become absolute facts of life. But within the next few years, it is quite likely that these facts of life will change very significantly, bringing with them new problems, new opportunities, and new symbiotic relationships between Japan and Indiana. Those who see clearly what the potential is will profit accordingly; those who fail to realize that the game will be very different will find only new problems. As with most things in the modern world, those who sit and wait for opportunity will be outfoxed by those who go find it. The firms and businessmen who go out and discover for themselves what the new game will be, will be rewarded accordingly. Indiana, being the kind of place it is, will present many examples of both kinds of firms.

Crawfordsville Chosen For Fleetwood Enterprises, Inc.

Fleetwood Enterprises, Inc. announced recently its intention of locating a new plant in Crawfordsville. Construction of the half million dollar plant is to begin immediately.

Based in Riverside, California, Fleetwood is a national manufacturer of mobile homes, recreational vehicles, and modular homes. The new Crawfordsville facility will manufacture the company's Prowler travel trailers.

According to Dale T. Skinner, president of Fleetwood Enterprises, when the new plant is operating at full capacity, it will produce eight units per day and employ 150 people. Fleetwood hopes to begin actual production by late August.

The actual location of the new plant is in an 80-acre industrial park on the south end of the community. Fleetwood is purchasing 15 acres of the park from Montgomery County Development Corporation for \$14,250.

Mayor Will H. Hays, Jr. of Crawfordsville largely credits the non-profit Montgomery County Development Corp. with Fleetwood's selection of Crawfordsville for the plant site. Montgomery County Development Corp. is a ten year old organization formed by people interested in attracting new industry to the community.

Inside the Department

At Camp Atterbury on March 25, John Synder, Jr., director of the Tourism Division of the Department of Commerce, met with park superintendents and managers to discuss what can be done for the state in tourism development.

Prior to the Junior World Fencing Championship, held at the University of Notre Dame in South Bend, a luncheon was given on April 8 by the South Bend Chamber of Commerce to welcome competitors from 21 countries and officials accompanying them. Also attending was John Synder, Jr. of the Tourism Division.

Two shows in April will conclude the 1971 travel show season. One is at Purdue University on the thirteenth, and the other is a five day Sports Show at Glendale shopping center in Indianapolis beginning on April 20.

* * * *

Indiana was represented at the Illinois Aeronautic Conference in March by Jack Wood, Chief of State Planning, and William Warren, Principal Planner, both of the Division of Planning of the Department of Commerce. The tenth annual conference, sponsored by the Illinois Department of Aeronautics, focused on the new federal requirements for airport development. The Division of Planning is currently preparing a state plan for general aviation airports for the Indiana Aeronautics Commission.

Sonya Saunders, director of the Office of Consumer Affairs, spoke to the Business Professional Women's Club in Anderson on March 19. Her subject was consumer rights and problems.

Sonya will also attend the 16th annual American Council on Consumer Interests on April 22-24 at Indiana State University in Terre Haute.

On March 16, Sonya and Michael Organ, administrative assistant to Lt. Governor Folz, met with educators at Purdue University to organize a consumer advisory council in that area. And in Marion on March 17 and 18 they discussed (with representatives of the community) the establishment of a local program and council for consumers.

On April 1, the second quarterly meeting of the Consumer Advisory Council convened to investigate specific consumer problems. The council's fifteen directors and consultants from various consumer areas discussed questions relating to consumer affairs. Material covered at the meeting will be printed for distribution to consumer agencies and interested persons.

The Division of Industrial Development of the Department of Commerce was represented by Brett Keene at a meeting with representatives of the army corps of engineers in Lawrenceburg on March 4. The army corps of engineers is conducting a feasibility study for an industrial park in the community.

Pictured to the right is a copy of a menu from a New York City restaurant. The owner reasoned the name suggested a middle-priced menu. There is also a sister restaurant, owned by the same person and located in New York City, that's called Kansas City.

On the wine list are these directions: "Travelling directions from Kansas City to Terre Haute are relatively simple: take Missouri River to St. Louis, make sharp right down Mississippi to Cairo left on Ohio, then, just before Hovey (population approx. 1000) left onto Wabash. Watch out for snags."

max's terre haute (terry hut) steak lobster chick peas

TERRE HAUTE is a city of 72,500 in the western part of Indiana, directly south of Chicago. For a while it was a key city, when shipping by boat was predominant, as it nestles close by the Wabash, famed in song, but then the trains came. It's name is French, meaning high land, but whether this was a french translation of the Indian name, or original with the early French explorers, is not only not known, but also unimportant. Travelling directions from Kansas City to Terre Haute are relatively simple: take Missouri River to St. Louis, make sharp left up Mississippi to Cairo, right on Ohio, then, just before Hovey (pop. approx. 1000) left onto Wabash. Watch out for snags. Terre Haute's only notable productions seem to have been Eugene V. Debs, the father of American Socialism, and John Chamberlain, the father.

260,000 Acres

Land Preserved For You

by Paul W. Barada

(This is the introductory article of a five-part series on Indiana's state-owned recreational areas.)

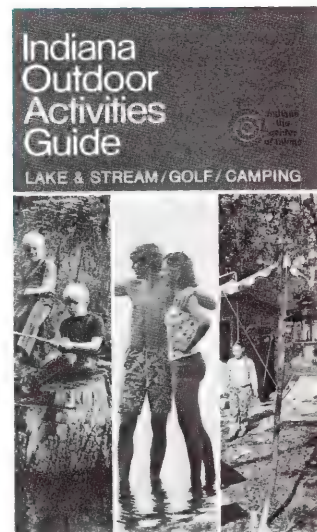
CAMPING AND other outdoor recreational activities claim more than 260,000 state-owned acres in Indiana. This land is divided among four categories, which in a general way indicate the kinds of activities the land has been set aside for. State parks, reservoirs, state forests, and state fish and game areas together comprise 49 sites that constitute thousands of recreational acres.

Camping grows every year in its number of enthusiasts and to accommodate this increasingly popular pastime, Indiana has developed more than 2500 campsites plus several inns and other overnight accommodations.

At a camp, visitors are offered a wide reach of activities: swimming, fishing, hiking and picnicking are regular opportunities. In the forests and parks, cave exploring, bicycling, archery and horseback-riding are standard attractions. State parks and forests, the reservoirs, and fish and game areas offer boat rentals, and frequently outdoor enthusiasts can find wildlife exhibits, museums, and family cabins to fill their quiet moments.

Admission fees are reasonable for all state recreational facilities. An annual pass, good throughout the year, sells for \$10. It will admit one car load of people to any state-owned recreational area. Single-day admissions cost \$1.25 for the car and its occupants. So if you're planning to go to some of the state parks more than eight times a year, it would be cheaper to buy an annual pass. In either case, jam as many friends as possible into your car each time you go. It cuts down on the total cost per person. Of course if you walk in or come with a bus load of people it will only cost a quarter to get in the parks & recreation areas. In some areas it will also cost \$1.00 a day to bring in a "wheeled recreational vehicle" hooked on the back of your car.

This brochure is sent for the asking. In it is information on outdoor activities and facilities. To learn about the recreational opportunities throughout Indiana, write now to the Division of Tourism, 336 State House, Indianapolis, 46204.



Plans are currently being developed for massive improvements and expansions of Indiana's state parks and recreational areas. The Department of Natural Resources has requested \$11 million for these programs over the next two years. This money will go primarily for the improvement of camp ground facilities, sewage disposal, access roads, rest rooms, electrical systems, and drinking water facilities. These improvements will better provide for the growing number of visitors and likely encourage more state residents to enjoy the facilities that their state taxes help provide.

\$2 million accrued from the public's use of state recreational facilities in 1970. Better than \$500,000 of this figure came from camping fees. Another \$780,000 was generated from the \$1.25 state park and memorial admission fees. Officials of the Department of Natural Resources estimate that camping during 1970 increased 12% over 1969. And expect even greater growth for 1971. Use of the state's facilities means more money for their improvement, so Indiana residents can rightfully expect continued state park improvement as use of these areas continues.

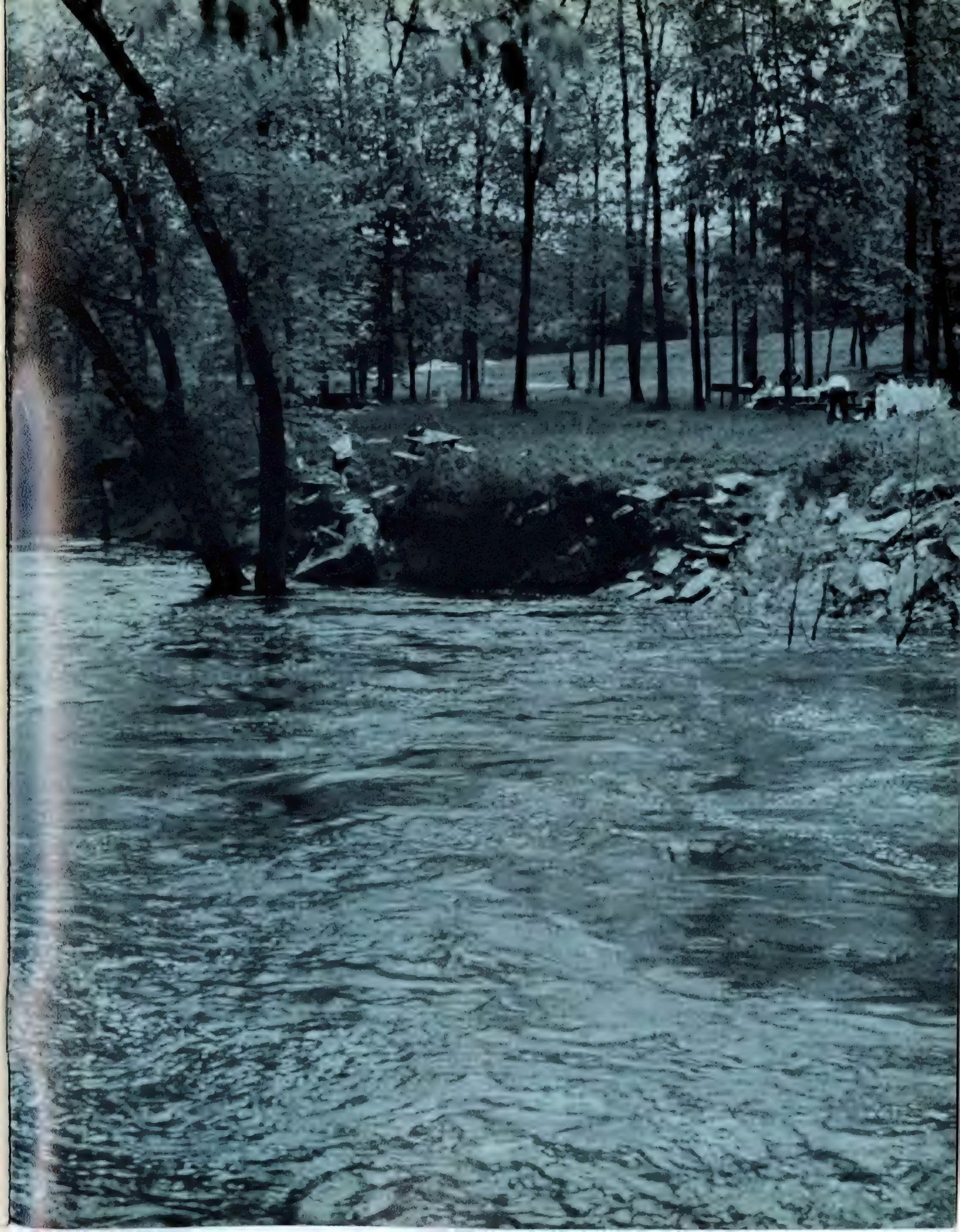
With the increased emphasis on protecting the environment and abating pollution, Hoosiers are fortunate to have access to thousands of acres of unspoiled land. As more and more Hoosiers begin to take advantage of Indiana's parks and recreational areas, the necessity for more and better facilities becomes even more apparent.

Much information is currently available on existing facilities and plans for future improvements. Interested persons may either contact The Department of Natural Resources, State Office Building, Indianapolis, Indiana, or the resident staff members at any state facility.

A comprehensive guide, titled the "Indiana Outdoor Activity Guide," is also available from the Department of Commerce free of charge.

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COVER PHOTO

The Indiana State House

PHOTO THIS PAGE

Scene from Monroe Reservoir (see page 18)

INSIDE BACK COVER PHOTO

"Spring Ideas"

PHOTO CREDITS

*Left column photos on page 19.....Mike Stringer
All Others.....Indiana Department of Commerce*

NEW LEGISLATION FOR INDIANA'S ECONOMY

by Bill Watt

Director, Division of Information

Advocates of modernized transportation and the little old winemaker had the most to crow about when the General Assembly adjourned in mid-April.

Airport and river port development measures ranked among the most substantial economic growth proposals enacted by the legislature. Dozens of bills affecting the state's economic picture were adopted while at least an equal number were winnowed out somewhere in the legislative process.

The lawmakers achieved no restructuring of the state's tax system to effect property tax relief—a much-heralded goal of the recent session. A measure that would have tied property tax relief to increases in the state sales, gross income and corporate adjusted gross taxes ultimately passed both chambers.

But Gov. Whitcomb vetoed the tax package and House backers of the plan couldn't muster the votes to override.

A prime objective of industries and economic development agencies was the securing of inventory tax reductions through enactment of a "freeport" law which would have exempted goods destined for interstate shipment from Indiana's property taxes.

Legislative fears of negative fiscal impact nearly

torpedoed the proposal and the bill the governor finally signed was a much-whittled version of the original. As a result, the law, which won't take effect until January 1972, applies only to public warehouses; the only tax exempted goods are those manufactured elsewhere and stored in Indiana warehouses awaiting transshipment out of state. It will, however, have a positive effect on potential of the Port of Indiana on Lake Michigan. Port operators earlier had said that a freeport provision is mandatory if the port is to become a haven for general cargo shipments.

Ohio River Port Gets Funds

A sum of \$1 million was appropriated for the first phase of construction on an Ohio River port near Mt. Vernon that will serve southwestern Indiana. Federal reimbursement funds from the Lake Michigan port are expected to augment the initial sum for the Ohio River facility. One plan for development envisions a \$13 million installation that will include hundreds of acres for an industrial park.

The river port will be operated by the Indiana Port Commission, which also received permission during this session to undertake projects on the



Bill Watt

Wabash River.

Two Major Airport Laws

Two major airport laws were put on the books.

One creates the "Indiana Airport Authority," an agency similar in scope to the Port Commission. The immediate aim of the new body is to get an international cargo jet airport built on Lake Michigan's south rim. However, the law permits the authority to become involved in other airport projects as well.

The authority will be supervised by a five-member board named by the governor. Board members will be paid \$5,000 a year. Their powers are broad, including the authority to construct, operate and lease airport facilities. The board will be the clearinghouse for federal funds and may issue revenue bonds to finance its programs. The authority will have wide-ranging zoning powers and will operate as an entity separate from the Indiana Aeronautics Commission. The new agency was granted a start-up appropriation of \$62,500. Its next big hurdle in advancing the jetport project will be to obtain commitments from the major air cargo carriers to help underwrite costs of feasibility studies.

The other airport statute sets the stage for local airport improvement programs. It allows city councils to join with county councils in creating airport authority districts. The four-member local boards would be in a position to acquire, operate, improve, finance and lease an airport or landing fields. Within limits, the airport boards have taxing powers and may issue general obligation bonds and revenue bonds.

Industrial development studies have noticed a correlation between a city's ability to attract industry and the quality of its airport services. The attitude that the local airport serves only the wealthy or the aviation enthusiast has given way to recognition that air services are an important segment of a city's transportation network.

Large national companies, in particular, insist upon good airports in cities they consider as sites for branch office or subsidiary manufacturing divisions.

Backers of these two bills believe they will provide some of the tools to enable Indiana to upgrade its aviation facilities.

Other airport legislation adopted in the 1971 session permits the Indianapolis Airport Authority to sell and exchange real estate and removes the statutory interest limitation on its general obligation bonds and revenue bonds.

Introducing: "The Comprehensive Mass Transportation Study Commission"

The legislative committee which had studied the entire framework of state transportation needs and problems during the interim between sessions shied away from recommending creation of a state transportation department.

It did suggest, however, that formal agencies be established to analyze Indiana's long range transportation requirements.

One new act sets up the "Comprehensive Mass Transportation Study Commission." Made up of the leadership of relevant government agencies and the transportation industry, its studies are to be directed toward a three-fold purpose:

- Increase the mobility of those persons who do not have reasonable access to alternative forms of transportation.

- Improve the overall transportation systems, including traffic flow, in the urban, suburban and rural areas of Indiana.

- Provide a rapid surface mass transportation link between the major cities of Indiana and from them to other midwestern urban areas.

By September 1972, the study commission is to complete a set of policy recommendations on mass transportation. The law says the findings should take into account:

- An assessment of the need for a statewide mass transit system and the effect of such a system upon transportation costs, environmental considerations and benefits to the people of Indiana.

- An evaluation of the worth of a permanent mass transportation agency.

- A plan and schedule for the development of a systemwide mass transit system that will include provisions for financing, construction, regulation, and coordination with the state's economic development goals and regional and local transportation systems.

- Recommendations for specific legislation to accomplish its purposes.

A state transportation advisory committee, comprised of heads of state agencies concerned with transportation, was established by another piece of legislation. Its goal is to develop state transportation guidelines for governmental agencies with concerns in this field. The advisory group will be required to coordinate state programs with pending federal programs under the National Transportation Plan.

"Mini-Toll Roads"

One technique for financing short toll roads in high-traffic areas is embodied in the "mini-toll road" measure passed by the legislature. The idea is to use revenues from the East-West toll road across northern Indiana to pay costs of new toll roads.

The extent of benefits from the proposal cannot be calculated at this point but supporters of mini-toll roads believe this approach offers a method of financing badly needed expressways in urban centers.

Although tailored specifically to enable the city of Evansville to maintain a city bus system, a House bill adopted by the General Assembly makes provision for cities of the second and third classes to establish public transit departments and initiate public transit revolving funds.

The funds are to be used for the acquisition and operations of public transportation systems and any proceeds from the operations revert to the revolving fund. The seed money could come from an annual appropriation of tax funds.

Indiana—America's New Vineyard?

The General Assembly took steps to encourage the development of vineyards and small wineries in Indiana, which on the face would seem to be one of its least consequential actions.

But the "happy grapes" are big business in the United States as an affluent and diet-conscious America is seeking alternatives to traditional alcoholic brews.

There now are franchise stores which cater solely to the home winemaker, offering him the crockery and recipes for fermenting his own.

Wine consumption increases each year and Americans

now are cognizant of the fact that they don't have to be ashamed of domestic varieties, many of which can hold their own against the Continental competition.

An Indiana University law professor, experimenting with dozens of vine types, has come up with several he believes can be grown—profitably—on southern Indiana hillsides.

Each year, downstate communities toast their European heritage with wine festivals, chief among them the Swiss Wine Festival at Vevay.

The small wineries act holds promise both as a device for new industry and a vehicle for tourism. The law provides for issuance of a small winery permit for wineries that don't produce more than 50,000 gallons a year. Permit holders may manufacture and bottle table wines for wholesale and retail trade, as well as sell wine and serve complimentary glasses on the premises.

Alcohol Legislation

Discussion of alcohol generated one of the most heated debates of the session—over legislation that would have permitted the sale of alcoholic beverages at state-owned recreation areas.

The proposal finally was altered to specifically exclude state parks and recreation areas except for Monroe Reservoir. The slimmed-down compromise survived by a narrow margin in the Senate and withstood a gubernatorial veto before it became law.

Opponents contended that consumption of alcohol was not appropriate to the family recreational environment of Indiana's state reservoir.

Supporters pointed to the gallons of beer and whisky that are carried into parklands anyway and suggested that Hoosier drinking customs made such a stand hypocritical. Moreover, they argued that a beverage permit could be the profitability determinant in private enterprise developments on state properties.

The Department of Natural Resources, under language of another law, is now empowered to enter into extended term contracts for the operation of hotels, inns and lodges at state parks. Life of the contracts is limited to 10 years and before agreements can be signed they must have the blessing of the Natural Resources Commission, attorney general and governor.

In other legislation relating to the Department of Natural Resources, an eight-cent-a-gallon tax was imposed on marine fuel purchased at terminals and public and private lakes. Upon General Assembly appropriation, the department may use the money for improvements to water and recreation facilities, as well as enforcement of boating laws and regulations.

Natural Resources officials were also given authority to take action in the realm of historic preservation. A new law states that the department can take enabling steps to participate in federal programs for preserving historic properties.

Furthermore, it can maintain a state register of historic sites and structures and undertake grants-in-aid programs in cooperation with the Interior Department for preservation of properties significant to Indiana or American history, architecture, archaeology and culture.

On the subject of history, Indiana will take part in the 200th anniversary of the American Revolution. Lawmakers brought into being the American Revolution Bicentennial Commission, which is to prepare an overall program for commemorating the 1976 observance.

Concerning Occupational Education—

Of importance to economic growth is the matter of occupational education.

A study committee package of bills designed to give Indiana Vocational Technical College (IVTC) greater operating independence became law. IVTC now has the power to acquire and build facilities; it is exempt from the budget agency act (which permits the college to fix its own staff salaries), and IVTC students are eligible for state scholarships.

An administration proposal for a state program of loans for vocational education was adopted in somewhat diluted form. A preliminary draft called for a large revolving fund started by tax levies as the loan base. The proposal was stricken in the House.

The bill, in final form, sets up an educational opportunity commission with power to conduct loan opportunity programs and set standards for eligibility. The seven-member commission's first job will be to determine sources of financing for the loans. Contacts already have been made with insurance companies.

Restrictions on outdoor advertising along major highways were enacted to forestall a possible loss of federal funds. However, there is some doubt as to whether the law is stringent enough to satisfy the federal Department of Transportation.

Technical amendments were made to the 1965 municipal economic development act by shortening the period required to carry out procedural requirements.

And one final note for the record. Limestone, long a noteworthy Indiana product, was designated the official state stone by legislative action.

A tough law limiting the phosphate content of detergents passed the 1971 General Assembly with little opposition. Lawmakers also adopted measures regulating feedlots, pesticides and snowmobiles.

But the most-debated environmental proposal—calling for creation of a state environmental management agency with sweeping powers—died in the closing hours of the session.

It had been fashioned by a interim legislative committee but drew fire from industry, agriculture and the government agencies now responsible for pollution control. A weakened version of the bill which had passed the Senate died in conference committee when one of the four conferees refused to sign the committee report. Frequent procedural moves during the final session days failed to dislodge the bill in any form. One senator suggested that Gov. Edgar D. Whitcomb could create an environment agency by executive order.

Signing of the phosphate bill made Indiana the first state to ban almost all phosphate detergents, beginning Jan. 1, 1972. On that date, no detergent containing more than 12 per cent phosphates may be sold. One year later, the allowable maximum drops to 3 per cent. (Some detergents now contain as much as 40 per cent phosphates).

Scientists say that phosphates poured into lakes and streams upset the ecological system because they encourage the growth of algae. The growth and decay of algae steps up the "aging" of a body of water and kills fish.

The U.S. and Canadian governments have concluded that most of the phosphates dumped into the Great Lakes system come from city sewage treatment plants. Of that volume, 70 percent originate with household detergents.

Very few detergents now on the market will qualify for sale in Indiana when the 3 per cent limit takes effect. The law provides fines up to \$1,000 and gives the Stream Pollution Control Board power to enjoin violators from selling, using or disposing of the detergents.

Another statute requires approval from the Stream Pollution Control Board of treatment and disposal plans for waste from confined feeding operations.

Violators are subject to fines of up to \$100 a day and the bill carried an emergency clause, which means it took effect when the governor signed it.

The pesticide act requires registration of all pesticides with the state chemist and sets out procedures for proper labeling of such chemicals.

Under provisions of the law, a state Pesticide Review Board will have the authority to restrict the use of certain pesticides and set standards for safe handling and transportation.

Penalty provisions set first offense fines of \$1,000, with fines for subsequent offenses up to \$5,000.

Snowmobiles and all-terrain vehicles, objects of criticism by environmentalists who say the devices are ripping up America's woodlands, now come under state regulation.

A bill passed this session requires registration of most snowmobiles and off-the-road vehicles with the Department of Natural Resources. Fees are to be used for enforcement and maintaining vehicle trails.

The measure sets highway use and safety standards and requires that these vehicles have mufflers. The law provides misdemeanor penalties for violations such as running vehicles over forest-planted areas or operating them near ice fishermen or their shelters.

Senate Act 345 permits private citizens and governmental units to seek injunctions against polluters. The measure contains no damage provisions.

To set the wheels in motion, a citizen would first give written notice to the Department of Natural Resources, State Board of Health and attorney general. Responsible agencies have a period of 180 days to investigate and take action. That action can be appealed and courts have the power to enjoin actions that pose threats to the environment.

State and local government units were given the power to purchase so-called "conservation easements" which aim to preserve tracts of land with scenic, cultural, recreational or historic significance.

The easements should permit all reasonable uses of the land that are not in conflict with the purpose for which the conservation easements were acquired, the act states.

In its original form, the bill would have permitted government units to acquire easements through condemnation. That alternative was stricken during early stages of action on the proposal.

Cities may assist industries in pollution control projects under terms of amendments to a 1965 economic development act. The revised law allows economic development commissions to acquire pollution abatement facilities and lease them to private industry.

The commissions could do so if the lack of pollution facilities threaten a city's economic well-being.

Artificial channels connecting rivers and streams, or improvements to existing channels, have come under regulation of the Natural Resources Commission.

The new law is designed to regulate access to industrial, residential or recreational areas by means of boat channels. Applicants for construction permits must first secure approval from the State Board of Health, then receive permission from the commission.

Landmark legislation for consumers was enacted by the General Assembly, which created a state division of consumer protection and adopted a uniform code for credit transactions.

The 115-page credit code act expressed the following purposes:

- “to simplify, clarify and modernize the law governing retail installment sales, consumer credit, small loans and usury;
- “to provide rate ceilings to assure an adequate supply of credit to consumers;
- “to further consumer understanding of the terms of credit transactions and to foster competition among suppliers of consumer credit so that consumers may obtain credit at reasonable cost;
- “to protect consumer buyers, lessees, and borrowers against unfair practices by some suppliers of consumer credit, having due regard for the interests of legitimate and scrupulous creditors;
- “to permit and encourage the development of fair and economically sound consumer credit practices;
- “to conform the regulation of consumer credit transactions to the policies of the Federal Consumer Credit Protection Act; and
- “to make uniform the law including administrative rules among the various jurisdictions.”

A Division of Consumer Credit within the Department of Financial Institutions will administer the new law. Its powers include those to receive and act on complaints, advise individuals of their rights, adopt specific rules to carry out provisions of the act and appoint legal staff to represent it in court.

Maximum levels are set on credit service charges, using two methods of figuring. The first method is a flat rate of 18 per cent a year on the unpaid balance of the amount financed.

The other technique utilizes the sum of 36 per cent on the first \$300; 21 per cent on the unpaid balance over \$300 but not exceeding \$1,000, and 15 per cent on the part of the unpaid balance more than \$1,000.

In cases when the law requires a seller to give the buyer a statement of the rate of credit service charge, it must be expressed in terms of an “annual percentage rate”. An alternate computation is the “corresponding nominal annual percentage rate”. That is the percentage used to calculate the service charge for one billing cycle in a revolving charge account multiplied by the number of billing cycles in a year.

The law also limits certain agreements and practices:

Multiple Agreements—A seller may not use multiple agreements to obtain a service charge higher than that permitted or to avoid disclosing the annual percentage rate.

Balloon Payments—a balloon payment is a sizeable increase in the monthly installment, usually in the latter stage of an agreement. The law says if any scheduled payment is more than twice as large as the average of earlier payments, the buyer may refinance that payment without penalty and on terms no less favorable than terms of the original sale.

Assignment of Earnings—Sellers and lessors may not take an assignment of earnings of buyers or lessees as payment or as security.

Referral Sales—Agreements on discounts or rebates based on referrals to other customers are limited by the act.

Home Solicitations—The buyer has the right to cancel any sale resulting from solicitation in his home within three days after the day the agreement is signed.

The consumer credit regulations apply to loans as well. A limit of 18 per cent a year on the unpaid balance is set on most consumer loans.

The Division of Consumer Credit is empowered to regulate persons who make consumer loans by granting licenses and revoking them for violations. The law also sets standards for insurance tied to credit transactions.

The Consumer Protection Division will be in the office of the attorney general and have the authority to investigate all complaints made by buyers, except matters that fall within the scope of the Public Service Commission.

Framers of the law envision the new agency as a mediator in consumer disputes that don't involve violations of law or administrative regulations.

When violations are indicated, the division will forward to the responsible agency information about the complaint and request a report on subsequent corrective action. When an agency fails to act on a complaint, or when a complaint falls outside the scope of any state agency, the consumer protection division may initiate and prosecute court actions on behalf of the state.

The deceptive practices act categorizes consumer sales practices that are now contrary to law. The illegal practices generally revolve around false or misleading advertising and product descriptions or false contentions that an item needs repair or replacement.

Wronged buyers can bring court action for the damages actually suffered and suits may be filed on a class action basis.

In addition, the attorney general has the power to bring actions to enjoin deceptive practices.

A fourth consumer protection measure places under regulation so-called budget service companies or budget counseling companies.

All such agencies will be licensed by the Department of Financial Institutions, which has the power to revoke licenses if it finds that the holder has violated any of a variety of restrictions.

The law limits service charges by these firms to 15 per cent of the amount actually paid to creditors of the person who contracts their services. (Licensing procedures for radio and television repairmen were made more stringent by another bill.)

The Indianapolis "500"

Tourism Division Promotes Race

It is not unusual for spectators of the Indianapolis "500" to begin making personal arrangements for next year's "500 visit" the day after the race. Their enthusiasm and urgency is due in part to the efforts of the Tourism Division of the Department of Commerce. The Division promotes the "500" in several ways.

When the division represents Indiana at travel shows and other functions, tourism hostesses distribute two brochures, one prepared by the "500" Festival Associates, Inc. and the other printed by the Motor Speedway. Also, the "500" festivities and the race are listed in the Division's Calendar of Events as activities not to be missed.

The Tourism Division gives additional promotion regularly in "Indiana, the Center of Things," an eleven minute movie of major tourist attractions in the state. The film opens and closes with scenes of the race, and is often shown when Tourism staff members speak to clubs and organizations throughout Indiana.

Another promotional activity of the Tourism Division is its float which is entered in both the "500" Festival Parade and the parade preceeding the Kentucky Derby. Participation at Louisville serves as a stimulus, drawing additional people to Indianapolis for May's festivities.

In its newspaper campaign the division includes the Indianapolis "500" as one way to "Spring Loose in Indiana This Spring." Additionally, two advertisements sponsored by the Tourism Division will appear in the "500" Festival Committee and Motor Speedway programs.

Economic Results from Race

During the month of May thousands of people throughout the country converge upon Indianapolis for the many "500" festivities climaxed on May 29 by the "greatest spectacle in racing," the Indianapolis "500." Because of this tremendous influx of people, Hoosier economy is bolstered, especially in the city of Indianapolis.

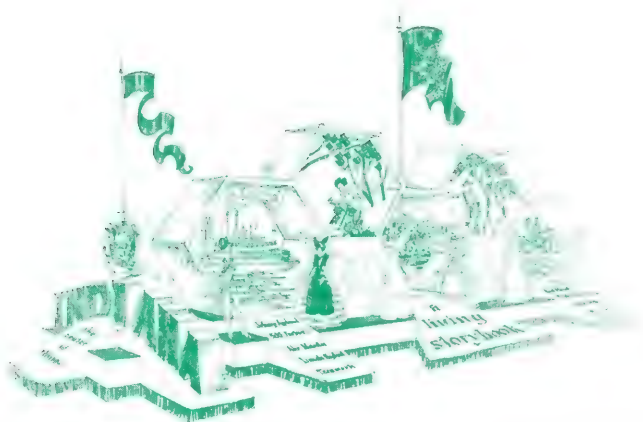
Of the total number of people who witness the race and its preceeding activities, from 25,000 to 30,000 are non-city residents or out-of-staters needing accommodations in Indianapolis. Once all city hotels and motels, totalling 10,000 housing units, are filled, the Indianapolis Convention and Visitors Bureau works with private home owners in the city to house another 3000-4000 people. These expenses mean to the Indianapolis area an income of approximately \$2 million during the month of May.

Public accommodations in Indianapolis require guests to contract rooms at the time of the race for a minimum of three nights, including the evening of May 28. For that reason, those from out-of-town contribute another \$2 million in dining and entertainment expenses during their two additional days spent in the city.

From retail stores and filling stations an income of approximately a \$250,000 to \$500,000 is added to the economy.

But the greatest amount of revenue is derived from admission, refreshment, and program costs at the Motor Speedway. That income during the entire month totals about \$6 million.

Several thousand visitors come to Indianapolis each May with a primary interest in racing. In that month they spend between \$10 and \$12 million, adding substantially to Hoosier economy, and making Indianapolis the center of international attention.



"Historic Indiana . . . a Living Storybook" is the theme of the Tourism Division's float for the Indianapolis "500" Festival Parade. Eight tourism hostesses will ride the float which depicts outstanding figures in Indiana's history, among them Abe Lincoln, Johnny Appleseed, and James Whitcomb Riley. A taped recording of "Back Home Again in Indiana" is played as the float moves along the parade route.

Tourism Division To Prepare Forty College Students For Summer With Travelers

by Debbie Tower

Vacationers driving through Indiana can expect a refreshing surprise this summer. Stationed at rest stops along highways, and at various festivals in the state will be Traveling Tourist Information Centers. Indiana college students working with the Tourism Division of the Department of Commerce will operate each center, providing motorists with tourist information and literature and serving free Gatorade.

During the summer of 1969, the Tourism Division conducted a pilot study of the Gatorade project which proved so successful that last year a three month summer program was initiated.

This year several additions have been made to enlarge and improve the program further. Altogether there will be 40 students, four or five assigned to one of eight "travel-alls." Two extra travel-alls will be held in reserve as back-up vehicles. Each of the eight units will spend one day in as many areas of the state as possible. In addition, there will be four stationary centers staffed by qualified personnel in Vincennes and Evansville and in the Marion and North Webster areas.

According to John Snyder, Jr., director of the Tourism Division, last year's summer staff of twenty-five visited 200 locations, distributed 50,000 brochures, served 1000 gallons of Gatorade, and talked with 75,000 tourists. With the increase in this summer's personnel and transportation vehicles, it is anticipated more tourists will be contacted and guided to points of interest in Indiana.

To train the college students for the program, a ten day orientation period is supervised by Linda Jester, assistant director of the Tourism Division. Prior to its first day, orientation packets are sent to all participating students. Each packet contains Tourism brochures, community literature, maps, and guides to the state parks and memorials. During the orientation period, which

begins June 7, the material handed out is discussed and the Tourism Division's importance, function, and activities are emphasized. Students are also shown an eleven minute movie, "Indiana, The Center of Things," and a slide show of significant activities in the state. Later in the orientation, a standard day's entire procedure is outlined. Finally, any questions students may have are discussed and then a test similar to the one travel hostesses must pass before beginning their travel show session is given. Roughly 95% of the questions must be answered correctly.

This summer's staff will be dressed in red, white, and blue outfits. Girls' costumes, by Jane Colby of New York, are one-piece knitted hot pants outfits. Boys will wear red or blue shirts with white slacks.

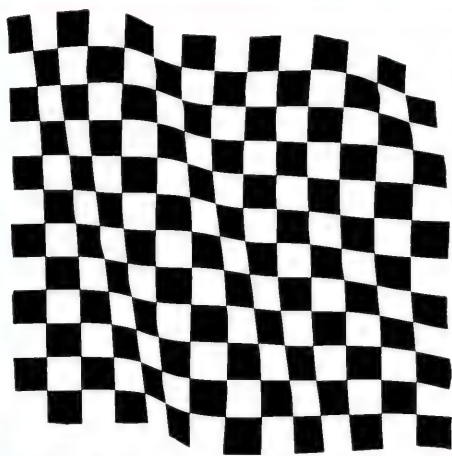
The program officially opens on June 12 when one of the units will set up a Traveling Tourist Information Center in Leiters Ford for the Leiters Ford Strawberry Festival.

Among this year's contributors to the Gatorade program are International Harvester, Franklin Coach Company, Marathon Oil Company, and Stokely-Van Camp, Inc.



Linda Jester

*The Big One,
Indianapolis*



Spring Fever in Indiana



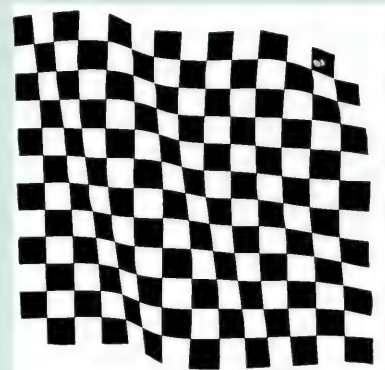
Big Walnut Creek Raft Race, Greencastle



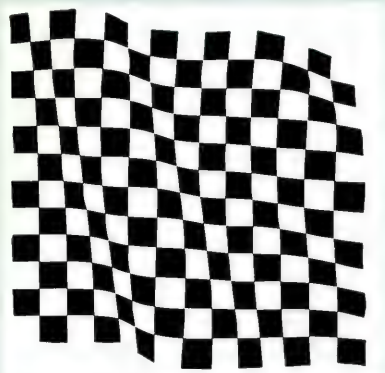
The "Mini," Bloomington



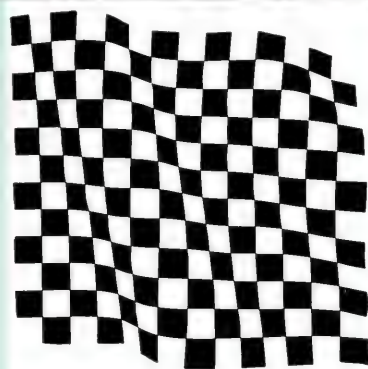
Sugar Creek Canoe Race, Crawfordsville



Purdue "Grand Prix," Lafayette



I.U. Regatta, Lake Lemon



*I.U. "Little 500," Bloomington
DePauw "Little 500," Greencastle
Ball State Bike-A-Thon, Muncie*

In Pursuit of Economic Balance and Growth for Indiana

by Sally Newhouse
Editor



Craig Norman

(This article is a "scenario summary" of the first phase of an Economic Analysis of the Planning and Development regions in Indiana. The original analysis was prepared by D. Jeanne Patterson of the Bureau of Business Research, Indiana University, for the Department of Commerce.)

A summary report of the Analysis was prepared by Craig Norman, Associate Planner of the Division of Planning.

This article touches briefly on those topics treated in the

Analysis and invites those interested in the state's economic and social future to request the complete report from the Division of Planning.)

Indiana represents great potential for economic growth.

This potential, however, needs guidance. To date, Indiana has developed at random. The consequences of this pattern are not altogether beneficial or optimum. At this point, Indiana relies too heavily on the manufacturing of durable goods. The economy is not balanced in or between the northern and southern halves of the state. Urban centers have realized economic and social crisis as have rural areas but for opposite reasons.

The whole of Indiana can blush economic good-health, but random development must be replaced with planned development.

In 1968, an executive order divided Indiana into 14 regions. The total economic potential of Indiana, as stated in the Division of Planning report, can best be realized after each region has been examined separately to determine its specific potential for, and existing detriments to, ultimate development.

Concerning Youth

Once recognized as predominately a rural state, today all but three regions—those areas outlying the cities of Columbus, Bloomington, and Madison—show at least one-half of their population residing in urban areas. This rural-to-urban trend in Indiana indicates its rural young people are leaving their home areas for urban centers where opportunity is more readily available. This trend, in part at least, explains the rapid population growth of northern Indiana's urban centers.

Based on 1960 employment figures, 10 percent of Indiana's work force commutes to industrial and commercial centers outside their counties in pursuit of more pay and better opportunity. Correlating to this fact, industrial and commercial centers also draw the more highly educated, again partly because of more pay and better opportunity.

Each area must retain its educated youth. Expanded, local job and job-training opportunities for a wide range of skills would help retain an area's labor pool. Throughout Indiana, training programs must be expanded to improve the state's labor force and increase the percentage, from the current 11 percent, of high school graduates that enter vocational training.

Particularly, according to the report, southern Indiana must retain its educated young adults. The report suggests that bringing light industry into Southern Indiana, as a balance to Northern Indiana's heavy durable goods manufacturing, would serve to help retain its young.

More on Southern Indiana

The report points out that southern Indiana holds ready potential for developing into a recreational gold mine. Its strategic location adds real advantage since the metropolitan centers of Louisville, Evansville, Cincinnati and Indianapolis surround the area. Broadened tourism and recreation opportunities would serve to diversify the state's economy both directly and indirectly—directly by

drawing tourism revenue and indirectly through necessitating additional hotel, motel, restaurant and other service oriented business. In 1966, Indiana captured only 2.3 percent of the total national expenditures from the traveling public. If the potential that derives from an extensive transportation network, proximity to urban centers and geographical beauty is realized, Indiana should receive an appreciably larger share of the national expenditures for recreational travel.

However, a thorough economic plan is needed to determine development priorities. (For example, geographic resources, despite endowments, may be wiser used in some cases as sites for industry if industry would produce a higher rate of return than tourism.)

1985 Economic Projection

Based on projections for 1985, Indiana should realize an employment increase of nearly 17 percent over 1970. Northern Indiana can expect an even greater percentage increase and southern Indiana will also enjoy an employment increase, according to the projection, although at a slower rate.

Also, state employment in manufacturing—where 50 percent of Indiana's labor force is employed—is growing slightly faster than the national average. Here is what that fact implies: because Indiana's economy relies most heavily on manufacturing industries rather than service industries, the state's economy can be expected to exceed the rest of the nation's in periods of economic boom and lag behind the national average during periods of economic sluggishness.

Indiana's per capita income from 1950-1966 exceeded the national average by 6 percent. Per capita personal income for the United States climbed 97 percent in that period—from \$1500 to \$2963. Indiana's per capita personal income gained 103 percent during that same period—from \$1512 to \$3076. The 1985 projections indicate that northern regions of Indiana are expected to realize per capita personal income above \$5000, for southern Indiana regions, slightly above \$4000 (in constant dollars, 1957-1959 = 100).

Present Economic Imbalance:

The concentration of industry in congested areas, the long journeys to work, the lack of employment opportunities, the inadequate tax base and the paucity of public services and facilities—these factors reflect the imbalance in Indiana's present development.

To correct the imbalance, the report suggests two approaches: entirely new, self-contained urban centers; or growth centers (areas where major employment centers can develop around already existing viable centers in each region). Both solutions can provide the necessary facilities, services, and amenities in advance of need.

The report states that well-planned new towns offer the ultimate conditions for both families and industry, despite the implicit need for vast acreage and capital. Indiana's major urban centers have met crisis. In many cases, they are no longer capable of dealing with their problems. Creating a new town near existing metropolitan areas offers expediency to current urban ills.

Federal funds *are* available for new town construction. Pennsylvania has already passed legislation enabling the construction of new towns. The report urges similar legislation in Indiana.

The growth center concept means "the concentration of development resources in one urban center, generally a medium-sized city, to stimulate the social, economic, and physical growth of that center and its hinterland. The development of this strategy would then provide a major employment center for residents of each region." This concept implies the ultimate development of economic and rural-urban balance throughout the state.

Constraints:

There are constraints to developing new economic areas. For instance, in southern Indiana, the supply of ground water for future development is critically low. Sewage treatment facilities are another factor deserving immediate attention in rural Indiana. "Because of the natural limitations (such as soil characteristics and the slope of the land), land-use planning and control is necessary to guide development." Of course, control measures must accompany implementation of any land-use plan.

Additional Means to Stimulate Economy

The report goes on to suggest other means of stimulating economic profit and statewide economic balance besides new towns and growth centers. As the report stresses, basic industries that export to out-of-state markets must be increased to preclude economic stagnation. Like Burns Harbor on Lake Michigan, Indiana needs new ports on the Ohio River. As noted in the report, "active development of commerce along the Ohio shore will be a strong stimulus to economic development in southern Indiana." Planning promotion of river ports and adjacent industrial sites should begin immediately.

Not just water routes but all modes of transportation must be expanded and improved, especially air transportation facilities. To guide development, the Division of Planning of the Department of Commerce is presently conducting a comprehensive all-transportation needs study and capital improvements program. (When completed, it will become a part of the National Transportation Plan).

Also, money is a critical necessity in order to promote economic development. However, there are state and federal programs available for financial assistance. The bulk of federal grants and loans particularly fund public works projects like water and sewage.

Indiana must distribute its jobs, people and wealth. The state must secure an economic and social balance between rural and urban areas and reach a balance between durable and non-durable goods sectors of the economy.

Any development plan must establish priorities, include flexible means of implementation, integrate local and regional plans with overall state goals and must be regularly evaluated to guide the course of development toward premium fulfillment.

Then, with a complete plan drafted, legislation for implementation of development plans *must* follow.

Consumers and Credit Records

by **Sonya Saunders**
Director, Office of Consumer Affairs

If you apply for a charge account at a local department store and are rejected, what recourse do you have? Should you ignore it and shop at another store, or ask the credit department why you could not open an account?

Credit rejection has resulted for several reasons: perhaps, because a company filed a suit against a customer for nonpayment of a debt that had been recorded on the credit bureau files but never followed up and changed after the charges were dropped completely?

Or because of failure to pay an incorrect clerical billing from a national company and it was entered as 'non-payment' on one's credit rating?

Or even sometimes because a neighbor or associate had been interviewed and hearsay evidence bearing on the credit applicant's sexual habits, marital relations, character traits and general reputation was unethically recorded?

As of April 25, 1971, the Fair Credit Reporting Act

went into effect giving anyone the right to review his credit rating for erroneous information.

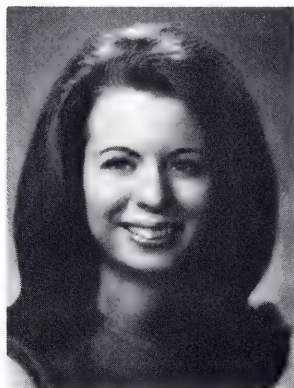
Actually, the credit report is a principal measure of one's financial habits and personal integrity, indicating one's ability to handle financial obligations conscientiously. Of course, everyone wants a favorable report; if it isn't, a credit applicant might be prohibited from charging a purchase, borrowing money, getting insurance or, yes, even getting a job!

The Fair Credit Reporting Act tries to affirm the constitutional right of each American to legal protection against those who might mar his reputation. Secondly, but also important, the act gives some assurance that the information in that 'confidential file' is closed to generally prying eyes. The act was written to insure accurate maintenance of accurate credit records.

Files of some 2500 credit bureaus and local merchant's associations include documents on almost every American adult.

Most credit bureaus obtain their information from consumers themselves from applications they fill out when applying for credit or insurance. But they also check county clerks' files, court dockets and other public records. The problems occur when there are mistaken identities or when the case is not kept up-to-date.

A credit applicant's rights? Yes, he has rights. Listed



Sonya Saunders

below are the rights each applicant has along the path toward correcting his credit record:

- 1—A company that turns down your credit application or insurance application (or employer that declines to hire you) because of the credit bureau report, *must* give each applicant the name and address of the credit bureau. This is also true if he is charged extra for credit or insurance because of a bad credit rating.
- 2—After an applicant has properly identified himself, the bureau must disclose to him "the nature and substance of all information", except medical information, on file concerning him.
- 3—The applicant has the right to know the source of all information, except hearsay evidence about his character, reputation and personal life. To reveal this source he would have to sue the credit bureau or users of its reports for violating his rights under this act. Plus, he will never actually 'see' his original file.

- 4—The bureau must also reveal the firms, employers, etc. that were sent the applicant's credit rating during the previous six months.
- 5—If the applicant finds the report to be inaccurate, false or incomplete, the bureau must reinvestigate disputed information "within a reasonable period of time" unless "it has reasonable grounds to believe that the dispute by the consumer is frivolous or irrelevant."
- 6—Then the bureau has to send notice of the error to all recipients within the last six months, at the applicant's request.
- 7—If the reinvestigation proves to be no solution because of a lack of evidence on the applicant's part, then he has the option of filing a statement of 100 words, giving his side of the argument. Then the statement is to be attached to your credit rating.

There is no charge for making corrections, deletions, additions, or notifications if the applicant contacts the bureau within 30 days of receiving official word of the bad report.

An applicant may just want to check his credit rating with a local bureau to find out his standing. The bureau is still required to investigate and make proper changes if necessary, but he may be charged a "reasonable" fee, except for the sending of deletion notices.

The problem here may be finding the right credit bureau . . . there are seven in Indianapolis alone and approximately 62 in Indiana. So an applicant may not be aware of a poor credit rating until it is used against him.

Adverse information involving suits, judgments, records of arrests, indictments or convictions, more than seven years old is considered obsolete and may not be reported. Bankruptcy information may be included for fourteen years. And no time limit is placed on those persons applying for a loan, or life insurance policy of \$50,000 or more, or for a job offering an annual salary of \$20,000 or more.

The law is full of vague words, for instance, what items in credit bureau files can be considered "frivolous or irrelevant" or what kinds of notice a consumer must receive when a creditor turns him down because of a bad credit report (written notice? telephone call?). What is a 'reasonable fee'? The law fails to say.

With consumer credit exceeding \$120 billion in our "charge-it economy," credit reports are indispensable. Not even the severest critics of credit reports can deny their necessity. An accurate, up-to-date reporting system makes it easier for consumers to obtain credit.

If most lenders relied on thorough and well-founded credit checking, in most cases, they would not have to use humiliating, disruptive collection tactics such as repossessions, deficiency judgments, wage garnishments, excessive interest charges, and the like.

But keeping one's credit record straight is each individual's responsibility. The 'wise' use of credit is most important but an alert eye for errors before they are recorded may spare an applicant complex problems.

NAME AND ADDRESS OF CREDIT BUREAU MAKING REPORT				SUMMARY		SINGLE		TRADE	
				REPORT	REFERENCE	REPORT	REFERENCE	REPORT	REFERENCE
Credit Bureau of Anytown 1234 Main, Anytown, Anystate 77036 Telephone 774-8701 (713)				<input type="checkbox"/> SUMMARY REPORT	<input type="checkbox"/> SINGLE REFERENCE	<input type="checkbox"/> TRADE REPORT	<input type="checkbox"/> TRADE REFERENCE	<input type="checkbox"/> PREVIOUS REPORT	<input type="checkbox"/> PREVIOUS REFERENCE
				<input checked="" type="checkbox"/> FULL REPORT	<input checked="" type="checkbox"/> FULL REFERENCE	<input type="checkbox"/> PREVIOUS REPORT	<input type="checkbox"/> PREVIOUS REFERENCE	<input type="checkbox"/> PREVIOUS REPORT	<input type="checkbox"/> PREVIOUS REFERENCE
				1/2/71	1/5/71	1/2/71	1/5/71	1/2/71	1/5/71
				1/4/71	1/4/71	1/4/71	1/4/71	1/4/71	1/4/71
FOR				First National Bank of Anytown		8/63			
This information is furnished in response to an inquiry for the purpose of evaluating credit risk. It has been obtained from sources deemed reliable, the accuracy of which this organization does not guarantee. The information is not to be used for any purpose other than that for which it was obtained, and this report is furnished in confidence upon that understanding. It must be held in strict confidence, and must not be revealed to the subject reported on.									
REPORT ON (NAME)		MR. MRS. MISS	GIVEN NAME	SOCIAL SECURITY NUMBER	SPOUSE'S NAME				
DOE		Mr.	Robert Thomas	123-44-5678	Betty Lynn				
ADDRESS		CITY	STATE	ZIP CODE	SPOUSE'S SOCIAL SECURITY NO.				
921 Third Avenue		Anytown	Anystate	77043	135-77-8910				
PREVIOUS EMPLOYER AND KIND OF BUSINESS		POSITION HELD		DATE		MONTHLY INCOME			
Anytown Morning Herald - Newspaper		Circulation Manager		8/63		\$ 875			
PREVIOUS EMPLOYER AND KIND OF BUSINESS		POSITION HELD		DATE		MONTHLY INCOME			
City Publishing Co - Book Publisher		Manager - Bindery		8/55 7/63		\$ 600			
PREVIOUS EMPLOYER AND KIND OF BUSINESS		POSITION HELD		DATE		MONTHLY INCOME			
Anytown Oil Company - Branch Office		Secretary		11/65		\$ 600			
KIND OF BUSINESS		DATE ACCOUNT OPENED	DATE OF LAST SALE	HIGHEST CREDIT	AMOUNT OWING	AMOUNT PAID DUE	TERMS OF SALE AND USUAL MANNER OF PAYMENT		
O 825	5/60	9/70	53	53	00	0-1			
D 155	1/63	9/68	181	23	00	0-1			
C 312	9/65	6/69	68	00	00	0-1			
S 231	2/67	2/67	48	00	00	0-2			
C 381	3/63	9/69	200	60	00	135-1			
B 451	8/66	8/66	25,000	19,600	00	15150-1			
H 403	11/66	8/70	260	156	00	R-1			
J 663	9/67	9/67	85	85	00	0-0			
B 451	8/65	Med 3 fig ckg							
B 707	10/69	Low 4 fig says							

The report shown above is a typical credit report. In some instances, a report includes information on an individual's character, habits, and morals at home as well as on the job. The fine print states "... obtained from sources deemed reliable, the accuracy of which this organization does not guarantee. The inquirer has agreed to indemnify the reporting bureau for any damage arising from misuse of this information. . . . It must be held in strict confidence, and must not be revealed to the subject reported on."

Functions of Export Firm's Finance Department

By Basil Kafiris

Director, Economic Research and International Trade Divisions

(Eighth of a Series)



In every export business, financial considerations are extremely important to the success of the export company. The functions of the export finance department fall into five main decisions that the department makes when the company is selling abroad. They are as follows: 1) determination of the profitability of exports; 2) selection of the appropriate terms and methods of payments; 3) Provision for financing exports; 4) decisions on export

credit and 5) preparation of export budgets.

Profitability of Exports

Profitability of exports is affected by a variety of costs involved in the export business. Product specifications vary throughout the world. The product must be suitable to the needs of the export market meaning changes are probably necessary, in some cases, in style, size, etc. because of differences in consumer habits and tastes, and other social criteria which affect the acceptability of the product in the foreign market. Many times, for example in the case of foodstuffs business, the actual ingredients used for products to be exported are different from those used in the home market. In the case of electrical products many times changes are necessary to meet the legal requirements of safety abroad. In terms of finance these product changes alter the cost of production and must be evaluated carefully in the determination of the profitability of exports. In conjunction with this evaluation, special costs must be taken into consideration which are involved in export transactions, such as overseas travel expenses, commission to local agents, special selling costs abroad, as well as a variety of promotional expenses. Taking all this into account, if the marginal profit from additional sales abroad are larger than the marginal cost created, the exports might be profitable and contribute to the increase of the profits of the company to an acceptable level. However, because the goal of the firm is maximization of the rate of return on investment, the finance department might evaluate other alternatives besides that of exports. For example, if the company needs a \$100,000 investment to export in Country A and to increase by that the rate of return on investment by 5 percent, probably the consideration of another alternative, is more profitable. For example, let's say, the extensive advertisement of a product in domestic markets with the same outlay of \$100,000 increases the rate of return on investment by 7 percent. This alternative is obviously more preferable.

All the existing alternatives must be evaluated carefully for better use of all available resources of the company. Finally, the profitability of exports is determined to some extent from the price of the export goods; the determina-

tion of which is affected from factors such as the nature of the product, the demand in the foreign market, the state of competition abroad, the trade margins, quantitative discounts, etc.

Terms and Methods of Financing

It is obvious that for profitable export operations, formulation of a sound financial and credit policy from the export finance department is necessary. The goals of these policies are for the company to obtain payments for its goods as promptly as possible and to eliminate or to reduce the risks of bad debt losses. In this connection, what is important is the contribution of the methods of financing with their instruments. There are six main methods of financing in use today to varying degrees. They are as follows: 1) cash payment in advance; 2) sales on open account; 3) sales on consignment; 4) sales against dollar drafts; 5) sales against authority to purchase; and 6) export letter of credit.

Cash Payment in Advance

This is not a common method and thus requires little consideration. If large risks are involved in selling abroad or the exporter is unwilling to sell on credit, he might require cash in advance of shipment. Financing of exports under this method is made by the buyer or by another source on the buyer's account.

Open Account

Good practice has restricted this method of financing only to cases where inter-company relationships exist (main company sells in its subsidiaries or branches overseas) or when long-time trade relationships have established favorable dealings between exporters and importers.

The financing under this open account method is carried by the exporter who must have sufficient financial resources to carry inventory abroad in company's warehouses.

Sales on open account are settled by bank mail or cable facilities. However, against the advantage of simplicity there is no proof of debt establishment, and also, in the case of exchange restrictions, inability of the buyer to obtain dollar exchange to pay the exporter increases the uses from the export transactions to a higher degree.

Sales on Consignment

This method of financing is usually common in the inter-trade between branches and subsidiaries and especially in countries without exchange restrictions.

The main characteristic of this method is that the exporter retains title to the exported goods and agrees that payments will be made in the future when the exported products will be sold abroad.

The advantage of retaining title of the exported goods by the exporters in the foreign market is minimized to some degree by the variety of risks associated with the ownership. For example, there is always the possibility of inability of the exported products to be sold abroad and the possibility of being shipped back to the exporter's country as well as political risks, exchange shortages, etc.

Terre Haute and Decatur Receive New Industry

Columbia Broadcasting System is locating a third manufacturing facility in Terre Haute. The new plant is located just north of the other two CBS plants.

The 35,000 square-foot new facility will produce plastic components for cartridge tapes that are made by highly automated injection-molding machines. Operation of the plant, which requires employment of 30 people, is scheduled to begin in January, 1972.

More than 3000 people are employed by CBS at its Terre Haute facilities which besides its manufacturing plants, includes the headquarters of the CBS Marketing Services Division of Columbia Broadcasting System, Inc.

According to Samuel Burger, vice president in charge of Columbia Records Tape Manufacturing Operations, the new plant's function is to complement the other CBS facilities in Terre Haute. He added that the expansion was "even more significant than if a new company located in Terre Haute, because it illustrates an industry's satisfaction with the Terre Haute environment."

Magnolia Homes Manufacturing Corporation, a division of Guerdon Industries, Inc., has leased the Astro Plastics building in Decatur, Indiana and plans to begin manufacturing modular homes almost immediately.

Operation of the plant calls for 30 to 50 employees to start production. The Decatur facility will be a satellite of the main plant.

Inside the Department

Four girls from the Tourism Division accompanied writers along Indiana's portion of the Lincoln Heritage Trail Foundation's second travel writer-editor tour. The tour, which began on April 18, followed Abraham Lincoln's path through Kentucky, Indiana, and Illinois. Two of the division's staff members accompanied writers on the entire trip.

On April 28, the Tourism Division's float for the Indianapolis "500" appeared in the Louisville parade that precedes the Kentucky Derby. The parade's theme was "America, the Beautiful." Seven of the Tourism hostesses rode on the float which depicts "Historic Indiana . . . the Living Storybook."

The Tourism Division has published its first spring brochure, "Spring in Indiana." The new brochure's purpose is to encourage Hoosiers to spend an enjoyable spring in Indiana and inquire about what activities are available to them.

For the past several weeks, **Linda Jester**, assistant director of the Tourism Division, has given slide show presentations to various clubs in Indiana. On April 14 she spoke to the Knightstown Kiwanis Club, explaining the Tourism Division's responsibilities and activities. In Ft. Wayne, Linda met with the Cedar Creek Women's Club on May 18 and on the following day, spoke to the Girl Friday Club in Bloomington. Two additional engagements are scheduled for the end of May, one on the 25th in Johnson County and the other on the 27th at the Turtle Creek Clubhouse in Indianapolis.

Dr. and Mrs. Robert G. Deering of Sidney, Ohio, will spend four days of May in Indianapolis as guests of the Tourism Division for the Indianapolis "500" and its festivities. They were selected by Discover America Travel Organization for the trip which is listed as one of Discover America's 100 perfect vacations.

On April 29 and 30, **V. Basil Kafiris**, director of the Economic Research and International Trade Divisions, attended the 25th annual business conference at Indiana University in Bloomington.

Kafiris was in Racine, Wisconsin, on May 2-4 for the Thirteenth Midwest Seminar on United States Foreign Policy. Attendance was by invitation only.

Representing the Division of International Trade, Kafiris spent May 17-20 in Washington, D.C., for the U.S. Dept. of Commerce and U.S. Export-Import Bank Workshop for State Directors of International Trade.

The Division of Planning has been busy consulting with several interests to improve various community aspects.

On May 7 and 8, Chief State Planner **Jack Wood** met with representatives of the United States Department of Transportation to discuss the state and national transportation plan. The Planning Division is currently working on a state-wide transportation that, when finished, will be incorporated as part of the national plan.

Associate Planner **Steve Grubbs** attended a conference in Fort Wayne on April 22 with members of the Indiana Aeronautical Association. Together they reviewed those state transportation plans concerning air transportation.

Senior Planner **Judy Carley** traveled to Evansville Monday, April 26, to meet with city and federal officials about the federal housing project Operation Breakthrough. Sites for the project were established. Evansville is the second city in Indiana to receive federal approval for the project.

Ted Schulenberg, Director of the Planning Division, has been appointed to the Policy Formulating Committee for survey of the Kankakee and Elkhart River Basins. This committee is cooperating with the Department of Natural Resources and the Soil Conservation Service. **Craig Norman** has been named to a subcommittee of the Policy Formulating group. Specifically, Craig will work on the Economic and Demographic task force.

Craig Norman and **Jack Wood** continue to work with local officials from Daviess, Greene, Lawrence and Martin counties and with federal officials in efforts to establish an economic development district that would help combat the serious unemployment problems created by the layoff of over 2200 workers at Crane Naval Depot.

On April 21, **Dan Manion** and **Brett Keene** of the Industrial Development Division were in Knightstown for a Kiwanis Club meeting. Manion spoke to the group about ways of attracting new industry to communities.

Ned Hollis of the Industrial Development Division was in South Bend on April 20 and 21 for the Indiana area and regional development council meetings.

On March 31, **Dan Manion**, director of the Industrial Development Division, spoke at Craig Junior High School in Indianapolis about youth involvement in government.

Manion spoke to members of the Carmel Chamber of Commerce on April 7 about the importance of industrial development. On the following day he discussed industrial development with community leaders in North Manchester.



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336 State House, Indianapolis, Ind. 46204

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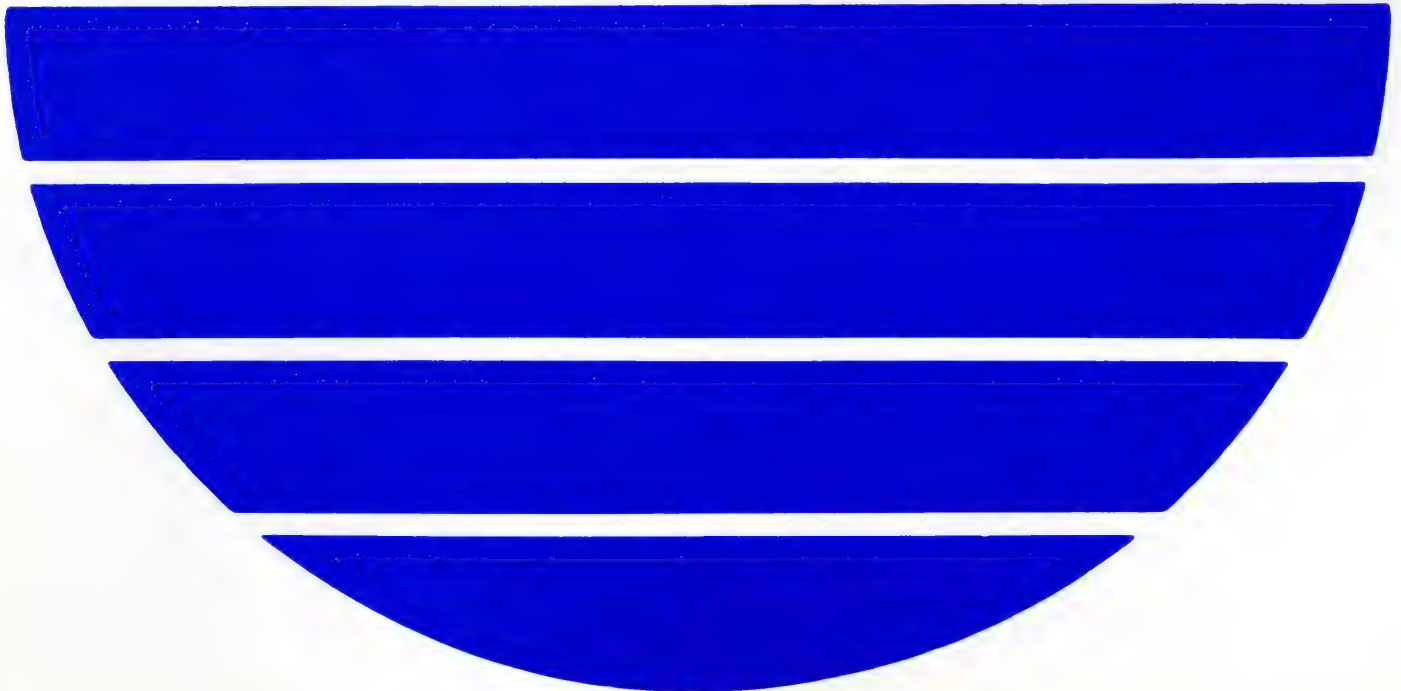
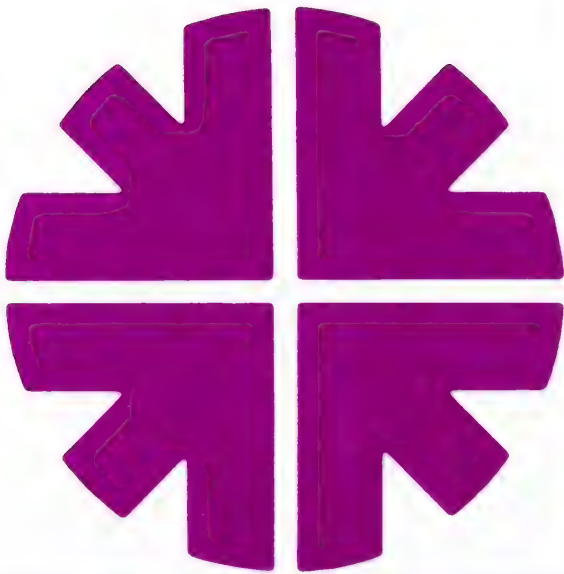
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Indiana Side Tours...

off U.S. 41: Evansville,
Vincennes, Terre Haute

Indiana Side Tours...

off I-69: Michigan to Indianapolis

Indiana Side Tours...

off I-70: Indianapolis to Richmond

Indiana Side Tours...

off I-65: Indianapolis to Gary

Not far from the beaten path, there lies a different Indiana that many travelers never know. An Indiana rich in the reminders of a glorious and somewhat stormy past. An Indiana rich in the natural beauty of mist-covered hills, isolated hollows, lazy rivers, and still lakes. An Indiana well worth the turn off the beaten path. Take these less trodden routes. Roam as far and as long as you want. Discover your own special places. Then return easily to the Interstate and continue on your

Indiana Side Tours...

off I-65: Louisville to Indianapolis

Indiana Side Tours...

off U.S. 31: Indianapolis to South Bend

Not far from the beaten path, there lies a different Indiana that many travelers never know. An Indiana rich in the

Indiana Side Tours...

off I-70: Terre Haute to Indianapolis

Not far from the beaten path, there lies a different Indiana that many travelers never know. An Indiana rich in the reminders of a glorious and somewhat stormy past. An Indiana rich in the natural beauty of mist-covered hills, isolated hollows, lazy rivers, and still lakes. An Indiana well worth the turn off the beaten path. Take these less trodden routes. Roam as far and as long as you want. Discover your own special places. Then return easily to the Interstate and continue on your way. You'll remember a new Indiana

These seven brochures are available, free of charge, to everyone. As is indicated by each subtitle printed under the pamphlet title, "Indiana Side Tours . . .," these brochures tell summer travelers how to treat themselves to Indiana hospitality, history, culture and leisure without going out of their way. The whole gamut of attractions in communities along Indiana's interstate highways is explained.

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COVER PHOTO

*Insignia of the International Conference on Cities
(see pages 10-13)*

PHOTO THIS PAGE

Collection of free travel brochures.

INSIDE BACK COVER PHOTO

"From the Tourism Division"

PHOTO CREDITS

*Photos on pages 3, 15Indiana Dept. of
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All Others.....Indiana Department of Commerce*



Forests—A Dual Purpose

by Bill Watt

Indiana's four million acres of forest lands are the basis for a major Hoosier industry. They also are the romping ground for thousands of outdoor pleasure seekers.

Incompatible objectives? Foresters say both aims can be served if proper management practices are applied to the state's woodlands.

In this era of furor over environmental deterioration it is easy to employ similar theories in decision-making relative to the whole range of natural resources. But State Forester Jack Costello points out that trees are a renewable resource—unlike petroleum and minerals. Equally important, he says, we derive greater value from a stand of timber if it is properly harvested and if management programs insure a continuing supply of good wood. Under those conditions both the lumber industry's need for raw materials and the citizen's desire for the esthetic value of trees can be satisfied.

The notion that mere preservation of all stands of timber is the best type of conservation is just one of the misconceptions that exist.

A U. S. Forest Service analysis of Indiana timber (published in 1969) mentioned that the state's lumber and wood products industry employed 45,200 people in 1963. Payrolls amounted to \$221 million and value added by manufacture was calculated at \$406 million.

The most complete prior survey was conducted in 1949 and a comparison shows that the industry gained about

3,500 employees between 1949 and 1963. The other statistical categories were up substantially but assume less significance when inflation is taken into account.

Primary wood users are the lumber, millwork, veneer, wooden container, wood preserving, furniture and paper industries. Indiana forests presently can't meet industry needs for certain types of wood—chiefly quality varieties. For example, in 1966 Hoosier veneer mills received 34 million board feet of logs. About 14 million board feet came from Indiana sources, the remaining 20 million from neighboring states.

This situation has both a historic and management perspective. When the first settlers arrived, Indiana was coated with 19 million acres of trees. They were felled to make room for crops, settlements and rude frontier roadways.

Indiscriminate logging during the latter part of the 19th century slashed deeply into the state's forest reserves. Most of the quality hardwood stands were plundered and not replanted. Fine trees such as black walnuts take years to mature and the effects of turn-of-the-century logging practices are still being felt.

The Forest Service report estimated that one billion board feet of wood was taken from Indiana forests in the year 1900. With the best timber stands gone, logging dropped rapidly to a depression-era low of 70 million board feet in 1932. A sluggish increase over the next three

decades brought the level up to 178 million board feet in 1966.

Furthermore, the forested lands are now heavily centered in southern Indiana. That region had more trees to begin with but its occupants had fewer reasons to cut them down on a mass scale. Trees flourished in the soils of northern and central Indiana—now one of the world's richest agricultural belts.

The forests dwindled because using the rich soil as cropland was more profitable. And the human expansion of towns, highways and industries accounted for additional cutting.

Indiana's timber cover now stands at four million acres and the Forest Service report projected a continued decline as urbanization increases.

Forestry professionals contend that a far more comprehensive level of land management, coupled with protection of existing timberlands could transform Hoosier forests into a much more valuable resource.

Costello estimated that 857,000 acres of forest should be harvested during the next decade if the best use is to be derived from that timber.

"Trees should be harvested when they're ripe," he said. "They don't last forever."

Left alone, aged trees die, then rot. In the process, younger growing stock is crowded out and a source of lumber is wasted.

Most Woodlands Privately Owned

Department of Natural Resources foresters tell landowners that a balanced approach to harvesting mature timber, culling poor trees and planting new stands where necessary enhances the worth of a forested area.

One impediment to land management is the fact that more than 90 per cent of the state's woodlands are privately-owned. That acreage is parceled among 126,000 owners, most of them farmers.

Just getting the word to them is no simple assignment.

The Division of Forestry in the Department of Natural Resources helps these private landowners through programs of technical assistance and tax incentives.

The state has been divided into 12 forestry districts. A service forester in each region guides owners in the techniques of timber management and gives utilization and marketing advice to small wood-using industries.

Foresters mark timber which should be harvested, advise in replanting in poorly stocked areas and outline methods of controlling fire and disease.

The state provides tax incentives to owners who meet its timber management standards through the Classified Forest program. Forest lands are assessed at \$1 an acre for property tax purposes if owners are enrolled in the program.

A quarter-million acres are included in the program at this point, roughly one acre in 15 of the state's privately-held forests. About 4,500 owners are involved. Landowners are eligible if individual classified stands of timber total 10 acres, if they follow state standards of management and if replanting of acceptable species follows any clearing operation. Grazing on such lands is prohibited.

The Division of Forestry inspects each parcel of classified forest at least once every five years.

The procedures for withdrawal from the program have been altered in recent years. To prevent undue tax advantages on speculative land investments for residential

or industrial development, owners must pay back taxes for the years they were in the program with a maximum 10 year period assessed for payment (plus 5 per cent interest). If an owner held the land for 20 years before withdrawal, he would save about half the money that normally would have been paid in property taxes.

Forests from Mined Land

The state compels reclamation of mined-over land through a 1967 law that Costello describes as one of the best and most workable in the nation.

Strip mining not only denudes the landscape of timber but also creates a tremendous eyesore. The basic reclamation guideline is the requirement that mining companies reclaim mined lands to the "best possible use." For the most part, that means restoring it to the condition of productive forest land or in some cases, to pasturage and cropland.

The coal mining industry has been very cooperative in going along with the program, the state forester commented. There have been only two or three minor squabbles over definitions of the "best possible use."

There are segments of forested-over land in western and southern Indiana that the casual observer would not be able to discern as former strip mine country.

Costello says the 140,000 acres of state-owned forests are well managed and contain demonstration plots that give landowners glimpses of the proper management techniques.

The public demand for added outdoor recreation facilities has touched upon the state forest system and Costello said the department tries to limit recreational uses to those compatible with sound forestry practices.

That is why the focus of outdoor recreation at state forests is on primitive camping and hiking. Use of old logging trails and fire lanes doesn't play havoc with environmental considerations but modern campsites do.

Land utilized for permanent campsites ceases to be much good for forests, not to mention the timber losses that accrue through clearing of land for access roads.

Motorcycle organizations and all-terrain vehicle owners also want to be able to use forest land for their recreational purposes. The question of compatibility arises in these cases as well. Increased sales of all-terrain vehicles, motorcycles and snowmobiles has resulted in an outcry from conservationists who cite examples of environmental damage caused by the vehicles. Damaged trees, ripped-up undergrowth and erosion are the major negative effects.

Indiana has a new law which places snowmobiles and all-terrain vehicles under regulation of the Department of Natural Resources but it has not yet taken effect and it's too early to predict whether regulation will be able to strike a balance between this form of recreation and environmental requirements.

A look ahead to future conditions in Hoosier forests indicates that timber growth will exceed timber removals but the gap between the two could narrow. The U. S. Forest Service report forecasts bigger markets for pulpwood and veneer logs but adds that the supply of good hardwoods for veneer mills could be limited.

Most important, the report and state forestry officials agree that timber production could be doubled without diminishing forest quality if good management were applied throughout the timberland system.

Added Inducement to Industry



by Brett Keene

Industry gained new inducement in Indiana when issuance of industrial revenue bonds began last August.

Availability of industrial revenue bonds to industry means local governments may buy or build plants and, in turn, lease them and equipment to private enterprise.

Revenue bonds are supported solely by rents derived from the facility. They are marketed on the basis of the company's credit rating and thus are dependent on the record of the company for which they are issued.

In the past industrial revenue bonds could not be offered publicly unless the bonds were registered with the Securities and Exchange Commission. The effect of this requirement was to prohibit industrial revenue bonding in Indiana because of the tedious and expensive legal and accounting procedures associated with regular registration. However, as of August 1970, President Nixon signed into law a bill that exempts industrial revenue bond financing from the control of the Securities Exchange Commission. With the passage of this legislation, cities and towns in Indiana may now issue revenue bonds to acquire or construct facilities for lease to private firms. Indiana was one of the first states to take advantage of this new legislation by financing a new plant in Marion using revenue bonds.

As early as 1965, the Indiana General Assembly authorized to local government bodies the power to issue industrial revenue bonds. This same act also provides for the establishment of local economic development commissions which are responsible for acquiring and leasing property of the cities and towns to individuals or corporations in order to further economic growth. The 1969 state legislature removed the maximum interest rate limitation on industrial revenue bonds issued by municipalities, and during the 1971 legislative session, the requirement of

public bidding for the sale of revenue bonds was removed.

Most often, the bonds are sold on the credit of the lessee of the project. Additional security can be provided by other means, such as a mortgage on the facility. The lease is usually a "net lease" requiring the lessee to pay, in addition to principal and interest payments on the bonds, all expenses of maintaining the facility, property taxes, insurance and like expenses. Included in the lease, normally, is a provision whereby at the expiration of the original lease, the corporation has an option to renew the lease or buy the facility for a nominal price.

When the lease contains a lease/option, the company is considered the owner of the property for federal income tax purposes. Under this option, the lessee is entitled to claim depreciation on the facility. The lessee is not entitled to deduct the portion of each rental payment attributable to interest on the bonds.

Federal and state laws have traditionally provided for the tax exemption of interest on industrial revenue bonds. In 1968 Congress moved to eliminate the federal tax exemption for interest on larger issues of industrial bonds. At present a municipality may issue up to \$5 million industrial revenue bonds bearing tax-exempt interest. However, if a bond issue exceeds \$1 million, the interest may be tax exempt only if the total cost of the plant involved does not exceed \$5 million. Furthermore, the \$5 million limit may not be exceeded by the total expenditures on the same plant during the six year period beginning three years before the bonds are issued and ending three years afterwards.

Indiana is actively engaged in assisting industry to finance new plants. Industrial revenue bonds represent one opportunity for communities throughout the state to attract new and expanding industry.

Obstacles to International Trade

*John Kravis
Director of Fiscal Analysis
Indiana Legislative Council*

(The following excerpt was taken from an article that was written for "Indiana International Trade," a publication by the International Trade Division of the Indiana Department of Commerce.)

The scope of this study is devoted to the problems of small and medium-size firms in their international trade activities. In this respect, Indiana, as the twelfth leading exporter in the nation presented an ideal laboratory environment for a broad-based study of management's attitudes and experiences towards the obstacles and opportunities of international trade. The results of this study on the obstacles to international trade were based on a selected sampling of Indiana manufacturing firms. As previously stated, particular emphasis was placed on the canvassing of the small and medium-size firms which were defined to include those firms having one thousand or less employees. Each firm received a questionnaire and was asked to indicate the degree of importance of each of the twenty-four obstacles that appeared in the questionnaire. The relative importance of each obstacle was measured by a series of weights; four in total and running in a descending order of importance from 3 through 0. For purposes of analysis, the list of twenty-four obstacles was divided into the following five broad functional areas: marketing, management, finance, distribution and product competitiveness.

Distribution and Transportation

The highest average weight was assigned to the obstacle "high cost of transportation to foreign markets." Of the fifteen different industrial groups surveyed, transportation was cited as the number one obstacle in eight of these industries. Certainly excessive transportation costs to foreign markets can and do play an inhibiting role in the relative competitiveness of a product. However, it is interesting to note that three of the following industries—the fabricated metal products (SIC 34), non-electric machinery (SIC 35) and the electric machinery (SIC 36) industries ranked transportation as being somewhat incidental to their foreign sales decision-making process.

Furthermore, current international trade statistics for the State of Indiana show that a sizable portion of Indiana exports are accounted for by the three above-mentioned industry groups. Therefore, we can conclude that transportation, although considered by the majority of Indiana manufacturing firms to be a formidable obstacle to international trade, in fact, plays a less critical role in the export decision-making process of the major export-oriented industries in Indiana. The above-mentioned industry groups, representing the heavy-machinery sector, are transportation cost intensive, yet through their export sales efforts, they have generated proven profit margin levels that have increased their overhead cost absorption capabilities and have improved their international competitive position. Therefore, transportation as a significant obstacle to international trade among the small and medium-size firms is only relevant to these firms largely to the degree that it provides an illusionary barrier rather than as a cost deterrent to management and the exports sales process.

Product Competitiveness

The second major obstacle that a majority of the surveyed firms considered as an inhibiting factor in their foreign sales activities, was that "the U. S. market consumed the entire output of the firm." Certainly, there are a number of industries in Indiana whose products are geared for the local market; however, the relative position of this obstacle as the second most important consideration indicates an added concern, that of a gradual deterioration in the competitive position of most Indiana and U. S. products in the world market. This is especially true in the case of the primary metals (SIC 33) sector such as the steel industry which certainly would be more than willing to increase its share of the world market, but is unable to do so because of high production costs, and lack of proper management initiatives. This same lethargy and isolationism can be now perceived with alarming regularity among other industries which do not have the same problems as the steel industry but nevertheless lack the initiatives to undertake the added challenges of export activities. How-

ever, as in the case of transportation, there is here an even stronger tendency on the part of management to exaggerate, especially when one discusses the elements of foreign competition. When we consider the relative technological levels of other industrial countries, the strengths of the U. S. economy become more evident and our competitive edge more formidable. Skipping over to obstacles, "lack of foreign demand for firm's product" and "product geared to local demand," ranked fourth and fifth respectively, we again can analyze these from the same perspective and conclude that they reflect, on the part of management a concern for competitive elements but seem to state these in over-inflated or exaggerated terms.

Management

Although ranked third, the problem of inadequate management support, either through insufficient training or marginal manpower commitments, is the single most important obstacle to the fulfillment of export sales among the small and medium-sized firms in Indiana.

This doesn't mean that present management capabilities of these firms are lacking in competence in the overall administration of corporate affairs, but rather reflects a vacuum that still needs to be filled in the organization charts of the small and medium-size firms. Whether the export functions are to be carried out from an internal export department or through the services of export combination agents, banks or forwarders, the small and medium-size firms have as yet to resolve this problem to the benefit of their own interests. Until they do, we cannot expect from them more than a marginal commitment to international trade.

Marketing

The next major obstacle is more related to the level of management activity than to the level of its own relative importance. That is, marketing information and sources are available, if anything, on a variety of subjects and from a proliferation of agencies. The problem here is one of management evaluation, both in terms of the quality of this data and its relevance to the firm's product and market potentials. Also, an additional problem seems to arise from the ability, or lack of it, on the part of these firms to utilize the services and facilities of federal and state agencies which is due to the somewhat muddled lines of communication between the various sectors. This, of course, is a two-way street and initiatives must come from both parties; however, one has the feeling that some of our federal agencies consider the small and medium-size firms as mere marginal accounts in the total balance of trade effort.

Finance

The most interesting part of this study has to deal with the placement of financial obstacles in the overall rankings. Although one might expect that the problems of export credit, insurance, and exchange rates might be considered restrictive and worrisome to management, the degree of this concern was discovered to be relatively insignificant. Out of the twenty-four listed obstacles, financial considerations made their appearance well past the midpoint of the rankings and were placed in positions 14 through 19. This reflects that management of these firms is well qualified in the overall financial organization of the firm, and possesses the sophistication to place in the proper perspective these often-cited obstacles.

THE CONTEST

The eight grand prize winners of the state-wide essay contest sponsored by the Tourism Division of the Department of Commerce have been announced.

Grand prize winners are: in grade 1, **Freddie Shimfessel of Madison**, Pope John XXIII; in grade 2, **Kelly Ann Coapstick of Frankfort**, Jackson Elementary School; in grade 3, **Robert W. Vorwald of Valparaiso**, Memorial School; in grade 4, **Ricki Davis of North Liberty**, North Liberty Elementary School; in grade 5, **Greg Hartley of Bloomington**, Rogers School; in grade 6, **Carmen Dulhanty of Lebanon**, Lindbergh Elementary School; in grade 7, **David Kemps of Hartford City**, Riedman Memorial School; and in grade 8, **Kathy Bassett of Auburn**, McIntosh Junior High School.

Over 30,000 school children in grades one through eight submitted entries describing their favorite Indiana vacation places or their favorite things to see in Indiana. The division named first, second, and third prize winners for each grade in each of the five regions in the state and then selected one grand prize winner for each grade from the first place regional winners.

Prizes awarded to all regional first place winners include two days at the state park of their choice for themselves and their parents, compliments of the Tourism Division. The trip may be taken any time before August 31, 1971, and lodging and meals will be provided. First prize winners also receive a certificate of achievement and a camera.

Second prize winners win a certificate of achievement, a camera, and a day of activities at the state park of their choice.

Third prize winners receive a certificate of achievement and win a day of activities at the state park of their choice.

Besides the prizes won as first place regional winners, grand prize winners receive a certificate of merit and win a field trip for their respective school classes to the state park of their choice with transportation provided. In addition, the eight state-wide winners attended an honorary luncheon with Lt. Gov. Folz on June 3.

(please turn page)

1. Freddie Shimfessel, Age 7, Grade 1, Pope John XXIII, Madison

My Favorite
Thing to See
in Indiana
The Gold Cup
Regatta is fun
to see. The
fastest race
boat is, Miss
Budweiser.
It won all
the races
I saw.

2. Kelly Ann Coapstick, Age 8, Grade 2, Jackson Elementary School, Frankfort

My Favorite Thing
to See in Indiana
At Conner Prairie
Farm I learned how
people lived, traded,
and went to school in
the 1800s. They help
ed make Indiana the
nicest place.

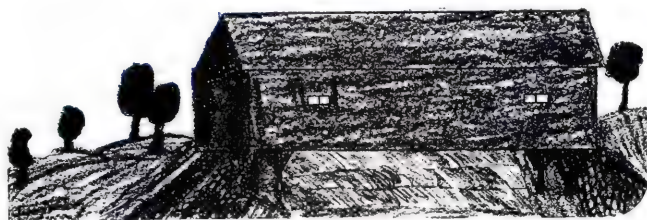
C O N N E R S T E S T

My Favorite Thing to see in Indiana

My favorite thing in Indiana is the
Dunes. In the winter I like to look at
the ice piles on the lake. In the
summer I swim and take hikes
climbing the big sand Dunes. I think
the Dunes are pretty all year round.

My Favorite Thing to See in Indiana

The Covered Bridge Festival in Rockville,
Indiana is a very beautiful and interesting tall
attraction. The people dress like pioneers and they
make things like apple butter, corn cob jelly,
sassafras candy. They have 39 covered bridges
and tours you can take. Many people come
to see the beautiful scenery and the rare bridges.



3. Bob W. Vorwald, Age 9, Grade 3, Memorial School, Valparaiso

4. Ricki Davis, Age 9, Grade 4, North Liberty Elementary School, North Liberty

My Favorite Indiana Vacation Place

I'm a winter-loving boy and that's why I picked the winterland palace of Indiana. I love tobogganing and whizzing down the toboggan slide. The oaks, dogwoods and wild cherry trees with snow glistening on their limbs add a special scene of happiness. Pokagon State Park is for me!

5. Greg Hartley
Age 11
Grade 5
Rogers School
Bloomington

My Favorite Spot to See in Indiana

Apple butter simmering over an open fire, scarecrows on every corner, and scenic covered bridge routes combine to make my favorite spot to visit in Indiana - Rockville Covered Bridge Festival!

Young and old alike enjoy singing, wood drilling, pottery-making, and souvenirs offered by local residents. I especially like Billie Creek - a little pioneer village.

Along the routes are other interests such as Mansfield Reservoir, an old mill, and even a jail! Come, see for yourself!

6. Carmen Dulhanty
Age 11
Grade 6
Lindbergh
Elementary School
Lebanon

My Favorite Indiana Vacation Place

This report is true, the names have been changed to protect the innocent Parks. The facts are 46231- Indiana Dunes are on the ISPMW1 - Indiana State Park most wanted list. Why? They steal people away from their homes every vacation. The suspect was last seen wearing a brown, sandy like coat with the words fishing, hiking, camping etc. written on it. If you see him contact us at ISPMW1 headquarters.

7. David Kemps
Age 13
Grade 7
Riedman
Memorial School
Hartford City

Your reward will be great.

My Favorite Indiana Vacation Place

This last winter I had an opportunity to participate in America's number one winter sport, skiing. I didn't go far from home, either. Mt. Wawasee near New Paris, Indiana, was the place. It had everything a ski resort should have. Lots of slopes, plenty of instructors, and a nice ski lodge just for a starter. Are you planning a winter vacation? Why not Mt. Wawasee, in INDIANA. It's close to home.

8. Kathy Bassett
Age 14
Grade 8
McIntosh
Junior High School
Auburn

CONFERENCE ON CITIES

by Bill Watt and Larry Landis

Managers, Information Center, Conference on Cities

Introduction by Sally Newhouse, editor

The International Conference on Cities, held in Indianapolis May 25-28, is, in one sense, completed and, in another, perhaps only beginning. In four days, more than 600 delegates representing cities from 18 countries (the 15 NATO countries, Austria, Mexico and Japan) shared their urban problems, experiences and ideas for improvement; they worked under the peer of more than 500 newsmen and women who reported, analyzed and commented to the world on the content of the conference.

The conference was a prototype. Never before had a plan of such breadth, depth and hope been carried out. Now, of course, the bits and pieces of what will become the ultimate verdict on the conference have begun to fall into place. The delegates have returned home. What they do there will constitute the final judgment on the success of the four-day session.

The immediate results have already marked the international meeting a success—the preceding year of intense, intricate planning for the conference paved and manicured the path toward a smoothly-run, no-snap conference.

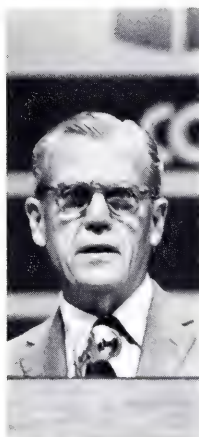
The session also proved its premise—that cities everywhere have similar problems, in many cases so large and encompassing that it would appear only on an international basis, by drawing from

urban experts everywhere is a breakthrough likely to occur.

Two distinct points recurred throughout the conference. One maintained that international cooperation and collaboration are needed to solve, or at least improve on, urban problems. The other conference consensus stressed the need for more financial resources and talent at the city level.

Whether or not the conference bridged its barriers (e.g., national and cultural interests, communication/language gaps), whether or not the conference has precipitated, indeed induced, new ideas, new priorities, new successes for cities cannot be foretold at this point. Certainly, like no activity preceding it, the conference pulled the world's attention to cities and their problems, dire and immediate in many cases.

Beneath the acknowledged belief that cities across the globe belong to their own unique community of similar, unsolved problems, lay ideas, proposals and suggested approaches for improvement. The following summary is hopefully not only an inclusive wrap-up of the four days' energies and ideas, but also a part of a new beginning—the reading about, talking about, and doing something about these conference-prompted ideas for the cities that stand waiting.



Cautioned at the outset that success couldn't be guaranteed, a historic gathering of urban leaders from the Atlantic Alliance tussled with the myriad problems of urban man during the Conference on Cities, which adjourned at Indianapolis May 28.

The four-day session—jam-packed with addresses by big-city mayors, panels with specialists on urban affairs, and unending rounds of informal chats as delegates sounded out colleagues on common problems and solutions—produced some substantive proposals.

It also amplified sharp disagreements as to the future of the world's major cities and as to the strategies that can reverse the combination of man-made plagues which imperil the vitals of metropolitan areas.

When the conference convened, it had already been subjected to criticism that enough had been said about the plight of cities, that too many conferences had been called without coming to terms with solutions.

But even the critics admitted that this assemblage was unique.

Mayors of three large U.S. cities—their own backgrounds evidence of the diverse currents of leadership philosophy which sweep our urban centers—put forward their ideas as to the basic problems, and solutions.

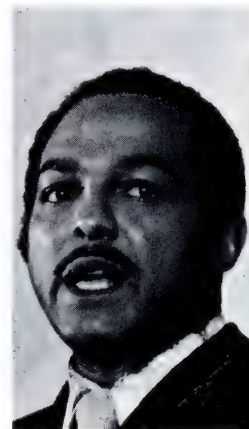
Mayor John V. Lindsay of New York called for chartering of the largest U.S. cities as "national cities", giving them the right to deal directly with Washington on many matters. He argued that state governments "dominated by anti-city interests" have been unresponsive to urban needs.

Present city boundaries are irrational, Lindsay contended, in terms of tax bases and service areas. What is needed is a form of government metropolitan in scope, yet tied directly to people at the neighborhood level.

Mayor Carl Stokes of Cleveland held that the time honored notion that local government is closest to the people is a false one, that cities in their present form are not viable units of government. He suggested that the cure for city problems does not lie with better coordination at the local, metropolitan or regional level, but through the federal government. It is better able to respond to the needs of the poor and underprivileged, he said. Only the national government, with its tremendous resources, can rescue cities from their bankrupt status.

"The basic conclusion I have discovered in American federal-state relations is that the national government is more responsive, is closer to the poor people in the central cities than local counties and local authorities. On a national basis the political power inherent in the deprived black and white populations of the cities can be translated into jobs, housing, education, etc. faster than through local government or state government.

He outlined a concept of "trigger" federalism in which the national government is brought into local affairs when there is a clear pattern of local inability or unwillingness to take action. Stokes cited the voter registration provisions of the 1965 voting rights act as precedent.



Richard G. Lugar mayor of the conference host city of Indianapolis claimed that the federal government is bound by stagnating restrictions that prevent it from meeting the needs of urban areas, which vary from city to city. "The bureaucracy is at least as interested in perpetuating itself as it is to responding to diverse needs and congressional mandates, but that more importantly, congress itself is unable to respond in a timely and appropriate manner."

"While congressmen ponder over the potential quality of local officials, the nation observes a Congress long overdue for fundamental internal reform.

If Congress had been doing its job, he said, cities would not be facing grim perils at a time when Congress "is parceling out billions of dollars, most of them unknown in quantity or form to state and local officials who became reluctant bystanders in this bizarre process."

"The Congress is insulated from the everyday cares of actual face-to-face confrontation with ordinary citizens, and is divided into tens of tiny duchies serving narrow interests at the expense of the general public as a whole."

Lugar said that efforts must be concentrated on specific reforms and achievable goals. National policy must encourage this to happen.

"What could be more important at the present moment than willingness to stand personally at the crossroads of cities and to say "Here I take my stand, here is where the action is, here I can do most to serve others and thus best serve the purpose of my own life and talents."

"Nothing short of the best men and women we have available will bring rebirth to cities, will reorganize and refurbish them."

Desmond Plummer, leader of the Greater London (England) Council, stated that local government can be effective if it is properly structured to perform essential functions. Such governments must meet four basic requirements:

- The form of government must be widely-representative of the complex life of the city.

- There must be the greatest possible public participation in the formulation of urban development policies.

- Standards of efficiency must command attention.

- City government must have the authority and the resources to implement policies once they have been determined.

The need for governmental intervention has changed little in recent centuries, Plummer said, but warned that public controversy over such issues is still a vital part of local government, "because here we are dealing with the most sensitive of political issues, the balance between personal freedom and the public interest."

(please turn page)



Eight Simultaneous Panel Sessions

The nuts-and-bolts deliberations of the Conference on Cities centered on two days of panel sessions. There were eight panels, running simultaneously, and each encompassing a different sphere of city problems.

The **local government panelists** generally accepted the idea that area or metropolitan-wide levels of government are needed to provide an adequate fiscal base, competent administration and programs recognizing the interdependence of segments of a metropolis.

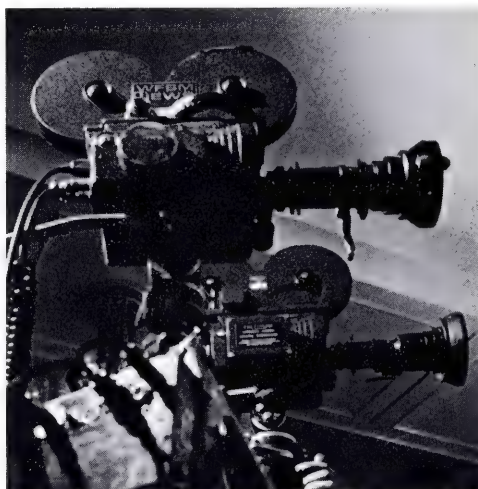
They did not agree on exactly what functions should be placed on the metropolitan level or how these functions should be financed.

Consensus of a six member panel was that innovation would come about through work of local authorities, the central government, marshalling of citizen groups and international sharing of research and experience.

The panel was emphatic, however, that innovation would not come about through local referendum. International cooperation can best be promoted through use of existing international associations of local authorities, it was suggested, but in the words of Lord Redcliffe-Maud, chairman of the Royal Commission of Local Government in England: "I terribly hope no one will suggest a new organization."

The panel noted that research and background information on municipal affairs was woefully lacking and proposed that the International Union of Local Authorities become the catalyst for research and distribution of such information.

Redcliffe-Maud said the innovative framework advocated by the panel for reorganizing metropolitan areas will fail unless we get bright young people . . . to make it work."



Financing local government was a prime consideration of the conference. U.S. Rep. Henry S. Reuss, D-Wis., said there were three flaws in current revenue sharing proposals: a lack of incentive for local and state government modernization, failure to concentrate funds in communities which need money most, and failure to provide any incentive for adoption of state income taxes.

The report of the fiscal panel enumerated three problems in the area of revenue:

- How to insure that revenue sharing will be a predictable and dependable source of income.
- How to effectively and equitably distribute (or redistribute) the funds.
- How to raise still other revenues for localities since revenue sharing will not, in itself, suffice.

The fiscal resources panel commented that growing costs have outstripped the income resources of cities. Community governments face two options, panelists said, either the garnering of greater funds or the transfer of programs to higher units of government.

Property taxes were panned as a source of local revenue because they are inequitable, tend to distort the uses of land and have reached effective limits as a source of money.

Various speakers proposed as one alternative to the growing local fiscal bind the nationalization of such social services as welfare, education and housing.

The **environment panel** stressed the urgency of protecting the environment but said a balance must be sought between pollution considerations and economic growth factors.



These were its recommendations.

—Governments, which themselves are polluters through mass use of disposables such as paper, should take the lead in clean-up programs by using only recyclable paper and buying only non-polluting vehicles.

—Pilot projects should be financed jointly by nations, and information on scientific developments should be shared to cut costs.

—Monitoring techniques and control standards should be established on an international basis keeping in mind that consideration must be given to national differences in levels of economic development and climate.

Another group took up the **role of cultural, recreational and visual surroundings** in the well-being of a city.

Through national and international cooperation cities must open their streets to recreation and culture.

“Urban people today are more representative of the population than is the nation-state, but urban structures are not represented in international councils,” said Dr. William C. Loring, chairman of the panel, from the development office of the Bureau of Community and Environmental Management in Rockville, Md. He contended that there are more common interests between people living in cities than there are between nations.

The panel recommended that neighborhood recreational programs should be expanded and placed under control of local people. Museums and libraries should become multi-purpose “culture brokers.”

Several panelists discussed the effects of the “car culture” in America and maintained “that people and art belong on the streets where interaction reduces crime and develops a framework for creative expression and community cohesiveness,” in the words of James M. Woods, director of the community Watts Workshop in Los Angeles.

Transportation specialists submitted that an international data bank would save money in compiling transportation data. One panel member had said that “No nation, no matter how wealthy, can try to assume all of the research on its own.”

The transportation group also called for greater reliance on mass transportation systems in urban areas.

Panelists sought a resolution between the ingrained habits and conveniences of personal transportation vehicles as opposed to the circumstances of environmental deterioration and urban snarl brought on by use of personal vehicles.

Prof. J. Barry Cullingworth, of the University of Birmingham, England, presented the **housing** report and warned that “innovation must not be confused with novelty.” Several points were brought up by panelists who tackled urban housing problems:

New housing construction is effective but limited as a means of meeting demand. Better ways of utilizing existing housing must be explored.

—Public housing must be better planned and managed and leadership must come from people who live in inadequate housing.

—Housing must be more than a place of shelter and warmth; community interactions and a planned environment likewise should be considered.

—The traditional practice of urban renewal through use of the bulldozer must give way to planned housing developments which will reconstruct decayed housing within an integrated community without destroying the community.

The **public health and safety** panel concluded that current deficiencies in health services warrant experimentation with new patterns of medical practice, including a redefinition of the function of doctors and consideration of using nurses and para-professionals in association with physicians.

(next page)

Environment



Transportation

Public Health and Safety





Dr. Beny Primm, of the Addiction Research and Treatment Corp. of Brooklyn, N.Y., said that urban hospital services should be planned comprehensively, with thought to location, size and design and the relationship among hospitals which serve acute, mental and chronic cases.

A sharp increase in drug abuse among German youth was discussed by Frank Dehrendorf, state secretary for the interior, Hamburg, who cataloged causes of drug abuse as dissolution of the family group, loss of authority stemming from intensification of the conflict between generations and the use of scare tactics instead of scientific evidence to support arguments against drug abuse.

Blair G. Ewing, director of criminal justice plans and analysis for Washington, D.C., suggests that there is "a growing awareness of what it takes to reduce the crime rate and how to go about it."

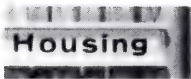
Among the concepts mentioned by Ewing in decreasing crime by 18.7 percent in Washington last year were:

- Strengthening the police force.
- Establishing a new narcotics treatment program aimed at reducing the number of heroin addicts.
- Taking advantage of community attitudes to encourage greater citizen involvement in crime reduction programs.
- Improving the program opportunities for youths in cities and reorganizing the criminal justice system.

One of the most controversial panels revolved around **planning and development**. One participant, Prof. Jay W. Forrester, suggested the possibility of perfecting cities might prove futile.

This view met with strong criticism from several speakers, including Assistant Secretary Floyd H. Hyde of the U.S. Department of Housing and Urban Development, Harrison Loesch, assistant secretary for the Department of the Interior, and Mrs. Goldie E. Watson, administrator of the Model Cities Program in Philadelphia, who appealed for renewed efforts in improving the lot of cities: "The United States has the technical know-how to reach the moon or do anything else we want . . . to do less than save the cities would be a cop-out."

Egil Tombre, a planning official from Norway, questioned that Americans might be too concerned with development of physical facilities in their cities. The problem of the American city may be psychological, he said, noting that "we may be trying to solve social problems with physical improvements."



The four-day conference closed out May 28 with an address by Vice President **Spiro T. Agnew**, who stated:

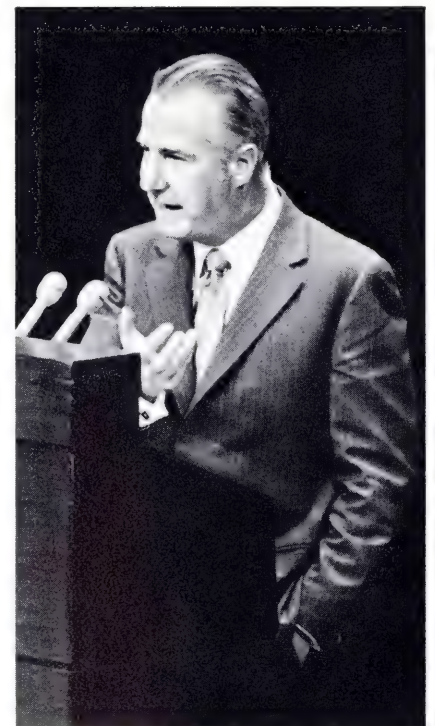
"As peace gains momentum and strength, the predominant concern of the 1970's will become the international attainment of a just, responsive and humane social order. Historians may well judge that your work here at Indianapolis was a major landmark at the opening of this new era when the cities of the world joined hands in the spirit of global community for the good of all mankind."

Three final notes.

First, it was the opinion of observers that while there was substantial disagreement on how to improve urban society, it was important to note that a consensus emerged around the importance of proposing new ways to deal with urban society's problems.

Second, a point emphasized by Dr. Daniel P. Moynihan, former urban affairs counsellor to the president, was the need for coherent national urban policies among central governments as vehicles for supporting new local efforts and as a springboard for enhanced international cooperation.

Third, foreign participants said they could never remember attending any major conference in which so much of the planning and assistance came from hundreds of local volunteers, most of them without connections with government.



Preservation and Recreation

by Debbie Tower

(This is the third in a five-part series about Indiana's state-owned recreational grounds. Besides the state parks discussed below, Indiana offers reservoirs, forests, and fish and game areas. The articles of this series will detail one-at-a-time, opportunities and facilities of each area.)

Many of Indiana's natural resources are preserved for Hoosier enjoyment and pleasure through state parks. In 1916, denoting the 100th anniversary of Indiana's statehood, the first two state parks, McCormick's Creek and Turkey Run, were established. Since that time, fifteen additional parks have been located in areas of outstanding natural beauty.

In the parks' early development stages, land ultimately becoming state parks was purchased from the property owners by individuals and organizations with a common interest in conserving Indiana's natural endowments—picturesque falls, canyons, gorges, forests. . . . These groups of people then turned over their land to the state with a mandate to preserve those areas for the enjoyment of future generations. This means of land acquisition continued until approximately 1950 when the state began purchasing the land from its original owners.

Once the bill creating the Conservation Department passed the 1919 Legislature, Indiana's state park system was conceived. Largely responsible for the progress of Indiana's state parks was Richard Lieber who served as the first Director of Conservation and headed the Division of Land and Water. Lieber's theories in state park operations proved so substantially successful that they are adhered to even today. According to Lieber's philosophy, preservation of the scenic, geologic, historic, and ecologic features of Indiana is a primary consideration in locating parks. Construction and other developments deemed necessary for maximum public enjoyment of the state grounds should be kept at a minimum to discourage superfluous ruination of those areas. Available to campers and travelers should be low cost overnight accommodations. And, as some means of self-support, Lieber encouraged entrance fees to state parks.

Besides their aesthetic richness, many Indiana state parks offer recreational facilities for campers' use. Nearly 3000 campsites are available with sanitary facilities including hot water and showers, firewood, and limited electricity. Activities provided are fishing, hiking, swimming, picnicking, and naturalist services. Also offered at several state parks are boating, skiing, horseback riding, bicycling, archery, playground equipment, wildlife exhibits, and museums. Total land area in state parks is approximately 35,000 acres.

The Department of Natural Resources follows specific criteria for developing recreation areas in the state parks. The department's first guideline is to insure that the project undertaken is primarily of state interest rather than of federal or local interest. Important, too, is the determination of whether or not the selected site fits well within the state's overall plan for recreational development. By careful consideration of the physical features of a potential site, including size and accessibility, the department determines if the project would fulfill its recreational purposes. Additionally, all development costs are estimated. Estimated also must be recreational benefits to the citizens of Indiana, a less tangible approximation than cost. A general measure of the benefits derived from development of a new recreation area is based on the income from use of the existing recreation areas similar to the proposed project. In the department's final analysis, consideration is given to the question of whether or not the project will prove profitable to the state.

Working with a budget of approximately \$11 million, the Department of Natural Resources plans further expansion in the existing state parks. Specifically, additional land surrounding the parks will be purchased and campsites and other facilities in the new areas will be constructed. Relocation of some recreation areas, as in McCormick's Creek State Park, guards against misuse or prolonged over-use in areas specifically set aside for preservation. In a master plan for a ten year development and expansion program prepared for the 1963 General Assembly and reported on in 1965, proposals for five new recreation areas were made. Plans for two of these areas are presently underway.

Complaint Division Helps Consumers

Indiana insurance consumers are provided, by the state, recourse for their insurance complaints. The state specifically maintains an Insurance Complaint Division (found within the State Department of Insurance). Director of the Complaint Division is Michael D. Saldino whose background as a former insurance claims adjuster and insurance salesman with a law degree has prepared him for his present position.

The Complaint Division mediates disputes between insurance companies and policyholder or claimant who feels that full benefits were not granted under the policy or that fair treatment was not given in handling the claim. Last year, the complaint staff, totalling four persons, processed 6,000 complaints, a 10 percent rise over 1969. [An analysis of the complaint files review shows automobile insurance with the most frequent and largest proportion of complaints (40%), next Health and Accident (30%), Homeowners (10%), Life (10%) and Agents Misconduct and Miscellaneous (10%)].

The Indiana Department of Insurance does not usurp the function of the court. The department cannot make a legal judgment or determination. However, as Saldino pointed out, "We can revoke the Company's Certificate of Authority if it does not act in good faith." Continuing to explain the function of the department he stated, "Our purpose is to see that the insurance industry pays claims as stated and provided for in the contract, that claims are handled promptly according to proper procedures and

investigation, and that if a claim is denied, it is not denied on an improper or arbitrary basis. The amount of the claim makes no difference." Each of the four areas mentioned are of specific concern to the insurance department.

Concerning automobile insurance, Saldino contends, "While thousands of policyholders and claimants each year are unwittingly being shortchanged on their auto insurance payments, others collect too much."

Of particular concern to Saldino are those claimants unknowledgeable in insurance matters who make serious mistakes in handling their claims. Such costly mistakes, for example, could be settling an injury or accident claim too quickly. For example, Mrs. M's car is bumped in a parking lot by Mr. X while she is in the car. Mr. X notes a broken taillight is the resultant damage, totalling a \$15.00 repair bill. Mr. X pays her without obtaining any release or without consulting with his insurance agent. If Mrs. M, later on, should develop a back injury, for example, and blame it to this seemingly minor mishap, she could file legal action against Mr. X who had paid for the car damage and admitted legal liability. His company consequently might refuse to defend him because his actions jeopardized the company's position under the contract.

Life insurance is another area of concern to the Insurance Complaint division. With the advent of many new companies there is a growing trend to sell life insurance as if it were an "investment". In the past, many of these



so-called "investments" really were the purchase of life insurance policies that were misrepresented into being something like stock. Saldino said, "There is now a growing trend for many life insurance companies to sell mutual funds in combination with life insurance. In fairness, however, to the great majority of ethical life insurance agents, we must say that these abuses must not cloud the efforts of these other agents who have given millions of persons piece of mind and served their various life insurance needs, including savings for retirement and long-range objectives." He also advised the consumer to be leary of statements such as "better than insurance," "this is a money making opportunity of an exceptional nature," or "this plan will soon be taken off the market."

In the health field, the primary cause of problems is the pre-existing health condition limitation in the policy. Most companies have a two-year contestable clause and a policyholder often times forgets to mention prior health history. These claims that occur during the contestable period can be properly denied by the company.

Many health policies are "renewable at the option of the company" which means that the company can refuse premiums at the anniversary date. One company doing business in Indiana last year non-renewed over 4,000 health policies, mostly on older citizens. This was a tragic experience for those people but the company reserved that right.

On disability policies, a major source of complaint is whether or not a person is totally and continuously disabled and confined.

Another insurance category is the homeowners where a large number of complaints arise because the homes are not insured for 80% of today's replacement value.

Also, many theft claims cause problems because it is difficult to substantiate the cost or value of the items stolen."

The division also investigates agent misrepresentation. In a course of a year those agents that violate the Insurance Code lose their licenses either for misrepresentation or for misappropriation of trust funds. Last month four agents had their licenses revoked for forging applications and checks. "The Department," Mr. Saldino stated, "tries to protect the consumer from those agents that betray their trust in serving the public's interest."

Saldino stresses that citizens should check their policies and understand them. This he said, would eliminate many complaints. He also points out the 10-day inspection period on health and accident insurance, and recommends that premiums be paid promptly even before the "grace period" gets started because many policyholders have waited too long—the mail was delayed and their policies lapsed. When a policy is reinstated, old health conditions are not covered until a new contestable period expires. And, lastly, Saldino warns that mail-order policies should be approached with great caution.

The Department of Insurance will advise citizens if companies are licensed. If you question your policy or coverage or have a complaint, **send your written complaint to:**

**Mr. Michael D. Saldino
Deputy Commissioner
Director, Complaint Division
Indiana Department of Insurance
509 State Office Building
Indianapolis, Indiana 46204
(317) 633-6338**

OTHER COMMERCE NEWS

Terre Haute Receives Plastics Corporation

Terre Haute has been selected by Ampacet Corporation as the site for the location of a new plastics manufacturing plant. Construction of the multimillion-dollar factory is to begin by August this year.

Ampacet Corporation, a New York-based company, produces color concentrates for plastic raw materials.

Actual location of the new facility will be on a 20-acre site in the Fort Harrison Industrial Park. Operations will require employment of about 100 people by 1972, with an annual payroll of \$500,000. To maintain operations, the company will purchase approximately \$600,000 worth of local goods yearly.

According to David S. Weil, chairman of the board of Ampacet Corporation, city officials, members of the Chamber of Commerce, and the Committee For Area Progress offered his firm "the utmost in cooperation" in its location in Terre Haute.

Inside the Department

On May 12 **Linda Jester, Sheri Dunnington, Sherrill Adams** and **Janis Steimel** of the Tourism Division were in Columbus, Indiana, for the first meeting of the 40 guides for the tours of Columbus architecture. Linda explained to the group what assistance the division could offer, and then the four toured notable buildings in the city. Dedication of the new Columbus library was May 16.

Assistant directors of Tourism **Linda Jester** and **Sheri Dunnington** were in Chicago to attend a May 18-19 meeting of state travel directors. The purpose of the meeting was to reorganize the Council of State Travel Directors, an extension of Discover America Travel Organization, Inc.

Entered in this year's "500" Festival Parade in Indianapolis was the Tourism Division's float which depicts "Historic Indiana . . . a Living Storybook." Eight tourism hostesses rode on the float in the May 28 event. Future plans for the float include participation in festivals and fairs around the state.

Summer staff orientation for the 1971 Gatorade program began on June 7. Instruction supervised by **Linda Jester** focused on the staff's responsibilities and procedures for the three month program.

Representing the division at a May 21 seminar on Tourism in Vincennes, **Sheri Dunnington** addressed tourism and travel personnel from several states about "Creating the Image."

Although the 1971 travel show season has officially ended, tourism hostesses continue to distribute brochures at conventions and presentations around the state. On April 24 and 25 tourism hostesses attended the Police League Annual Convention in Indianapolis and on May 7-9 they were in Terre Haute for the Indiana State University Arts and Crafts Show. Currently, travel hostesses are circulating tourism publications at the June 16-20 AFL-CIO Union Hobby Show in Indianapolis. On June 21-24 tourism representatives will attend the National Meeting of Utilities Communication Personnel in Indianapolis to distribute brochures.

Fleetwood Locates Second Indiana Plant

Fleetwood Enterprises, a Riverside, California based company, has announced that it will locate new facilities in Decatur with the purchase of the old Duo plant from Starcraft Division of Bangor Punta.

Location of the new Fleetwood plant is on a ten acre site, which includes three buildings, in Decatur's industrial park.

Fleetwood produces recreational vehicles, among them travel trailers, motor buses, and modular homes. Company representatives indicated that the Decatur facilities may be used to manufacture travel trailers.

Additional land is owned by Fleetwood Enterprises in Crawfordsville where a second plant is under construction.

Available now upon request are two new tourism publications. A revised **Calendar of Events** for the last six months of 1971 lists activities for Hoosiers and tourists, among them exhibits, festivals, fairs, and sporting events. The new **Indiana Guide to Historical Places** includes a historical resumé of each of the state's 92 counties complemented by color photographs.

* * * * *

On May 10, **Basil Kafiris**, director of the International Trade and Economic Research Divisions, spoke in West Baden about the functions of the International Trade Division.

* * * * *

A revised manual on **Indiana's Project Notification and Review System** has been released by the Division of Planning. Purpose of the review procedure is to coordinate development planning on an intergovernmental basis—between local, regional, and state agencies. The Division of Planning acts as the state clearinghouse for federally assisted plans and programs of local governments and state agencies.

* * * * *

Ned Hollis of the Industrial Development Division gave two speeches about county industrial development corporations, one on May 6 in Lake County and the other on May 10 in Rush County.

Dan Manion, director of the Industrial Development Division, met with the United Southside Community Organization on May 6. They discussed development opportunities for the southside area of downtown Indianapolis.

On May 8 Manion spoke to the Indiana Motel and Hotel Association in Columbus. He explained what benefits their organization would derive from new industry locating in the state.

Manion spoke to the Upland Chamber of Commerce in their city on May 12 about community development.




FREE

Above: two new brochures published by the Tourism Division of the Department of Commerce. Each brochure's title tells of the contents inside. The booklets are free; ask for them both.

To The Right: Pat Quick, chief mail clerk for the Department of Commerce, preparing for the postman replies to the deluge of inquiries and requests received by the Tourism Division daily. Four girls in the Tourism Division are needed to handle the roughly 500 letters and 30 phone calls daily.



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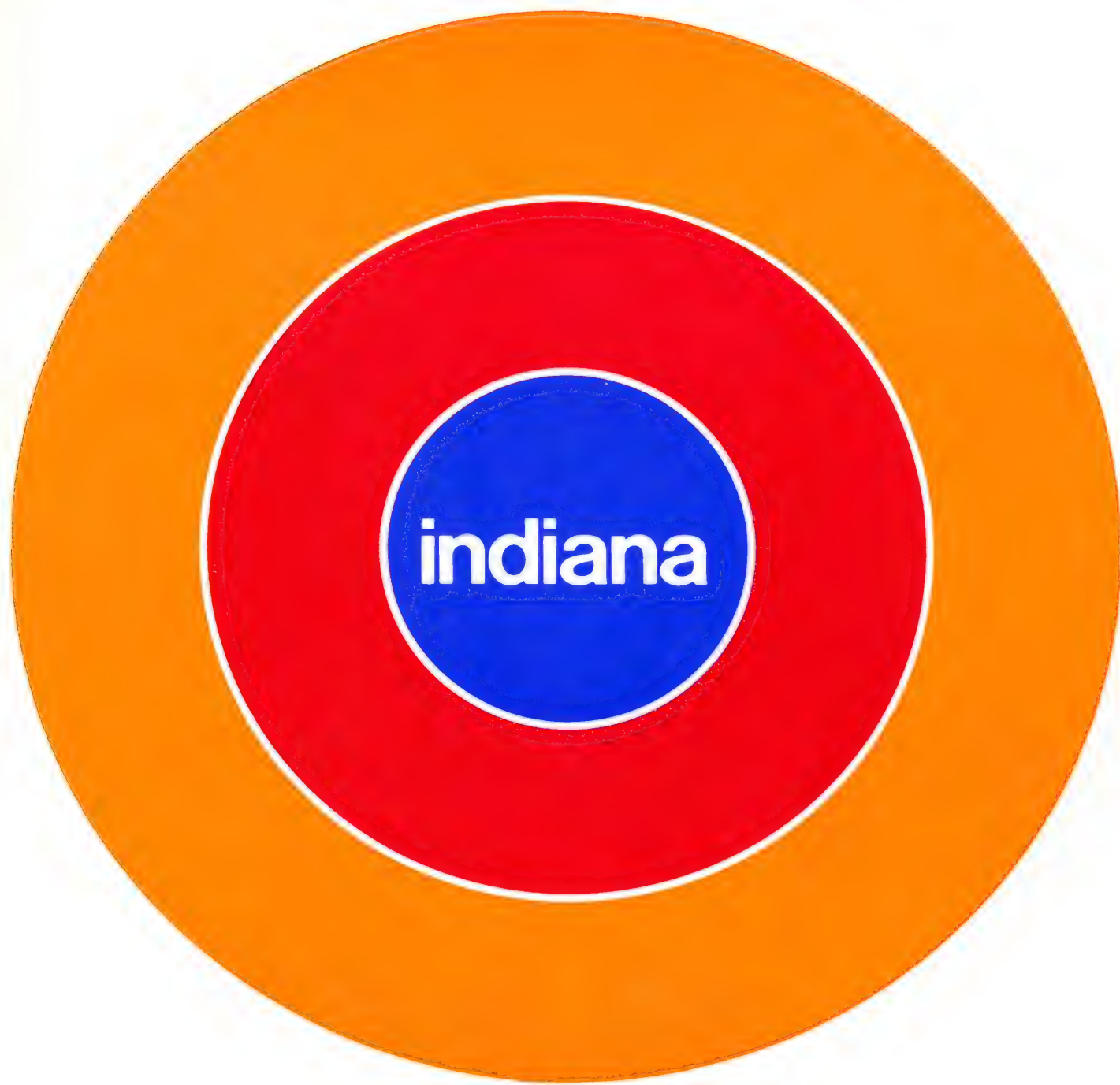
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Lt Gov Richard E Folz Director



Commerce and INDIANA

JULY 1971

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COVER PHOTO

The insignia of the Tourism Division, Dept. of Commerce

PHOTO THIS PAGE

A Reminder of the Traveling Information Center.

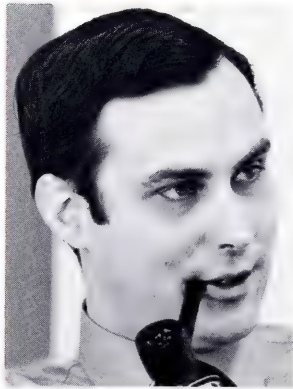
INSIDE BACK COVER PHOTO

*Lt. Gov. Richard E. Folz making the Information Center
program official.*

PHOTO CREDITS

*Photos on pages 6, 7Ivy Tech
All Others.....Indiana Department of Commerce*

FUTURE: RESERVED CHANGE



by Bill Watt

Director, Information Division

Does a state fair based on a diminishing rural tradition still make sense in an era of fast-paced urbanization?

Those responsible for staging the annual exposition believe so.

The fair has made recent headlines as the result of problems with physical facilities, administrative procedures which have come under fire, an attendance slump during the 1970 show and the threat of competition from the new Indianapolis convention center.

These circumstances have compelled a fresh look at the fair's operations. Some changes seem likely. But count on fairs of the next few years, at least, to maintain the rural flavor that has been their pattern since the first Indiana State Fair in 1852.

"For the fair to be the fair, you have to maintain a certain amount of tradition," observes Secretary-Manager Charles Davis. "About 120 million people attended fairs in 1970, up 10 per cent from 1969, and part of the drawing power is that farm tradition."

Fair Board President Robert White, a Rush County farmer, agrees that agriculture should remain the theme.

"You will find a tendency to swing away from tradition, but what do you go to," he asks?

Although farm exhibits and the midway are the mainstays of the state fair's format, the late-August event has diversified in recent years, adding industrial exhibits, a senior citizens' program and new categories of competition.

Some board members recommend increased diversification.

Although he too believes in emphasizing agriculture, Clemens A. Warn, a former board vice-president, contends the board "has forgotten that urban people support the fair."

"We've got to assess interests; we've got to measure the economy," he said. "There is every reason to believe the fair will maintain a good level of activity if we plan ahead. We should have been doing more planning."

Stephen M. Coons, who represents the lieutenant governor on the 19-member board, suggests broadening the base of involvement by devising additional youth programs and competitive events that will appeal to more Hoosiers. He pointed to what he called a highly successful contest for cheerleaders which in two years has doubled in size.

The emphasis on exhibits should shift toward consumer interests, rather than be connected to the interests of the exhibitors, Davis noted.

The board started getting attention in 1969 because it was deeply divided by factional interests. Board members recall that most important decisions were resolved by one-vote margins.

The Halloween 1963 explosion at the fairgrounds Coliseum, with heavy loss of life, projected troubles with an aging physical plant into the public limelight. Collapse of part of the grandstand in 1970 underscored those difficulties.

Many of the buildings were erected before 1930 and some need major repairs. The fair's grounds committee submitted a report last year which outlined \$3 million in needed remodeling or replacement.

Last year, Gov. Whitcomb appointed a short-lived committee which explored the idea of selling the fairgrounds (its 300-plus acres are prime real estate) and using revenues to build a new fairgrounds outside the city of Indianapolis. The committee hesitated to make that recommendation.

The 1971 General Assembly appropriated \$750,000 for improvements to the exposition hall (formerly the manufacturers' building) and repairs on the cattle barn. The grandstand is being rehabilitated through revenue bonding.

In addition to those projects, the grounds committee has proposed that the draft horse barn be replaced, the poultry building be re-roofed, the infield given better drainage, the agriculture-horticulture building modernized,

the race track fence and railings be repaired, the senior citizens' building get new restrooms.

"We're suffering from a lack of long-range planning in regard to our physical plant," White said. "If that had been implemented, we wouldn't be having these problems."

White said he believes this board has taken a "very realistic look" at the situation and quickly mentioned that the fair is largely self-supporting.

Aside from fair revenues, the board's income is derived from rentals of facilities when the fair is not in session and through a special property tax levy originally earmarked for underwriting costs of prizes and awards. Last year, the special levy brought in about \$340,000.

The board itself comprises 19 members. Eleven are nominated to two-year terms by agricultural interests in eleven districts. Those nominations are submitted to the governor for confirmation. Five others are appointed by the governor, also for two-year hitches. Remaining members hold ex-officio status; governor, lieutenant governor and director of cooperative extension for Purdue University.

The board elects from its own membership a president, vice-president, treasurer and two members of the executive committee.

Each board member serves as the director of a department, exhibit or major event. The board hires a secretary-manager, publicity director and grounds superintendent. Their contracts are up each year.

(Because of the omnipresence of lieutenant governors at state fairs, many people have gotten the false notion that they somehow run the operation.)

Among suggestions for changing the administrative organization and functions of the board are proposals for reducing its size.

Coons agreed that the board's size should be scaled down but that agricultural interests should retain a voting majority. However, he noted that some farm interests aren't adequately represented under the present setup.

The General Assembly received a bill, which never got out of committee, that would have reduced the board to 11 gubernatorial appointees, plus the lieutenant governor and cooperative extension director. Terms, established on a staggered basis, would have been set at four years and the system would have eliminated the process of nominating by districts.

The board has been criticized for not submitting major contracts to competitive bidding. That situation changed when the attorney general issued an opinion that the fair board was bound by the bidding rules set for most other state agencies.

One board member said he objects to attempts to vote on contract awards by secret ballot.

Coons said he believes that two items need consideration in overhauling administrative procedures.

"There is too much administrative overhead on a year-around basis. Furthermore, the board needs central purchasing, inventory and supply operations all under the direction of one person."

Warn said the priority need is a "corporate structure" which he deems mandatory in handling a \$3 million operation.

"We need to pay more attention to fundamentals, to study the efficiency of our accounting practices," he said. "More controls need to be placed over directors."

White considers the concept of individual board members undertaking active management a good one. "It largely depends upon the willingness to work together," he said. "Certainly, you could have professional management but

you would find costs increasing. Our fair is probably the soundest state fair and I think the General Assembly should think about this self-supporting feature before they tamper with the system."

Those interviewed see a decline in factionalism on the board. One observer, who asked not to be quoted by name, commented:

"Certain vested interests remain and because of them, it is difficult for the board to analyze some issues objectively."

Fair attendance has increased during the past few years but a drop-off was experienced in 1970, when the estimated attendance fell to 900,000 from a record 1 million-plus level in 1969.

Davis attributed the decline to several factors. A large percentage of rural schools were back in session during the fair, and although the exposition ran two days longer than in 1969, Davis said the rain and threatening weather on several days more than canceled out the advantage. He said the sluggish economy hurt as well. This year's fair has been moved up to Aug. 19 and will run through Aug. 29. Several members contended the pricing structure needs review to see if it is crimping potential attendance. Free entertainment was tried on an experimental basis last year. (Ohio's state fair has drawn bigger crowds and one of its devices is a system of free entertainment.)

A sizeable slice of revenue comes from rentals of fairgrounds facilities during the 50 weeks when the fair is not running. In 1970, non-fair revenues stood at \$862,000. Davis said revenues from rentals during the first five months of 1971 were running \$85,000 ahead of the same period in the previous year.

During the off-season, the fair is used for dozens of sporting and entertainment events, as well as trade shows, civic functions and political gatherings. The secretary-manager said an additional department head, whose job would be to ride herd on the rental business, could be a valuable asset to the overall picture.

Board members say that completion of the Indianapolis convention center will have an impact on the state fair's off-season revenues. White, who foresees the two installations as direct competitors said: "It's going to hurt our overall income and this should be a matter of concern. However, there can be a use for both facilities."

Davis said there is "no doubt it will get some of our shows" but added that some regular users have told him they intend to stay. "The overall emphasis on making Indianapolis a major convention center will help both the downtown center and the fair because we probably will get a share of that new business," he said.

Coons said the fairgrounds is better suited to certain types of events and contended that the fair board could offer a better financial deal to smaller exhibitors and promoters.

"I suspect that initially we will lose some business but I think we will get most of it back," he predicted.

Davis said the overall outlook is favorable for the immediate future. "Our revenues are increasing, our agricultural exhibitors are still increasing, we are getting more specialized exhibits and most important, we've got an excellent fair, without question one of the finest in North America."

The secretary-manager closed out by saying that the board must focus on getting fresh material into each year's fair.

"We cannot get into the position that our fairgoers adopt the attitude that if you've seen one fair, you've seen them all."

HOSPITALITY AND INFORMATION

Welcome Vacationers

At a time when hundreds of thousands of vacationing Americans are traveling in cars, motorists often interrupt their pre-planned routes to take side trips. To encourage tourists driving through Indiana to take time to see the state's scenic and historic sites, the Tourism Division of the Department of Commerce sponsors a **Traveling Tourist Information Center program**.

During the summer months eight information centers are stationed along highways and at festivals in the state. To direct travelers to a center, signs are staggered along the highway in each direction from its location. Each unit is staffed by four or five Indiana college students whose familiarity with the state serves to guide tourists to attractive spots of both an aesthetic and educational nature. Through direct conversation between the division's summer personnel and tourists, vacationing families are offered a greater opportunity of discovering areas specific to their interests. Additional information is provided in Tourism brochures and community literature displayed on tables in the center. Free Gatorade is also served.

Contributors to the 1971 Traveling Tourist Information Center program include Dairy Queen of Marion County, Franklin Coach Company, International Harvester Company, Marathon Oil Company, Stokely-Van Camp Incorporated, U-Haul Company, and Weaver Popcorn Company.

In the tradition of Hoosier hospitality, **four stationary tourist information centers** will be housed in cities throughout the state and operated by the Tourism Division of the Department of Commerce this summer to help vacationers enjoy themselves. Modeled after similar projects in Florida, Georgia, and Kentucky, the division's program began in mid-June and will continue through Labor Day.

Three of the four cities are new to the program; the oldest is Vincennes where an experimental center was located last summer. Its success determined the increase of centers for this year's season, and Michael Organ, advertising manager in charge of the tourism project, expects even more expansion next summer.

Since the project was undertaken as a joint venture by the state and private industry, many local companies and organizations in the centers' areas donated land, buildings, and vehicles for summer use. Each center is staffed by one girl who was previously interviewed then chosen from all the other girls in her area who sought the information center job.

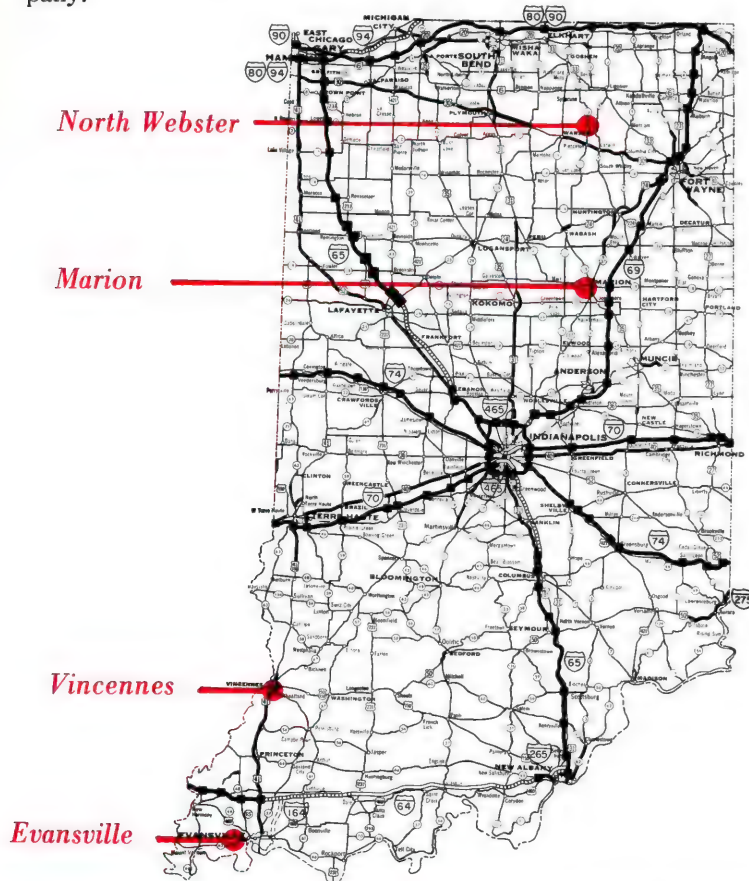
After participation in the orientation program for Tourism Division summer employees, their knowledge of the entire state combined with an even greater familiarity with their respective areas prepares the girls to help tourists find nearby recreational areas and lodging. To measure the amount of contact with tourists at the centers, the girls record the number in each party, their departure point, their destination, and their mode of transportation.

In **Vincennes** an information center is scenically located on the Wabash River in the Old Cathedral of the Catholic Church of Vincennes. It is open Wednesday through Sunday and is staffed by Mary Catherine Rusch, a junior at Indiana State University. Noted for its many historic sites, Vincennes was the first to request that the Tourism Division station an information center in the city.

Evansville, the gateway to southern Indiana from Illinois and Kentucky, has an information area on U.S. 41 at the southern end of the city. Two centers are operated, one in a state-owned trailer managed by Gayle Fink, a junior at Indiana University, and the other in a booth donated by the city staffed by Nancy Welbaum, a senior at Murray State University.

Marion's tri-reservoir information center is at the junction of State Road 9 and 37 and State Road 15 on land donated by the Broadmoor Motel. Staffed by Patricia Eberst, a junior at the University of Southern Mississippi, the center is in a mobile home donated by Bell Trailer Sales.

At **North Webster** in the heart of the lakes, a hospitality center is located in a downtown parking lot on Indiana 13, across from the Harris Funeral Home. It is operated by Marcia McCully, a 1971 graduate of Butler University. Barth Incompany provided the mobile coach used for the center.



INDIANA HOSPITALITY CENTERS (for tourist information)

THE TWO-WAY STYLE

by Sally Newhouse



Business and industry in Indiana have a newly-created "associate" whose self-determined responsibility is to teach and train technically-skilled employees.

Indiana Vocational Technical College, or Ivy Tech, fulfills a two-fold purpose—to serve Indiana business and industry by providing professionally trained employees, and to prepare its more than 5000 students with employable skills.

For various reasons, American society has placed the value of an academic college degree in a pressure-cooker. A baccalaureate degree has drawn a universal reach for its ownership and in the process, other considerations have seemingly slipped to the side—considerations like "what about the high school non-graduate" or "the college drop-out" or the realization that technical skills must be taught expertly, too.

Enter IVY TECH!

In its eight years Ivy Tech has set out to plug the gap between students without a skill and jobs without workers. Ivy Tech is committed to its students and the business-industry community. Because of this commitment, "extensive research is conducted to make certain that the skill to be taught is one which is needed by Indiana employers," as stated in a brochure to business and industry.

Once the needed skills-to-be-taught have been ascertained, "the IVTC staff meet with an advisory committee of highly qualified representatives of the employers to learn exactly the type of training needed for specific jobs. Together, they determine the training guidelines. The committee then continues to feed new information to Ivy Tech to keep the program up to date."

There are two corollating ambitions at Ivy Tech besides giving its students employable skills. One objective is to help each student gain a full understanding of his job. To accomplish this, each student is given "background courses" in his chosen field. "For example," says information director Graham Lestourgeon, "students studying accounting also get a dose of data processing and credit management." A second supplemental objective is to encourage the development of attitudes and realization of potential that will inspire each student to work to his fullest.

Every avenue between employers and the college has been opened to ensure cooperation between them and to maintain, in the courses, relevancy to the needs of these employers.

Like all colleges, Ivy Tech offers a range of courses. But besides the curriculum of the college, teachers at Ivy Tech will train at the college an industry's employees in a specific, newly-needed skill for that industry. Or, teachers will go to the industry to teach new skills. Special

"continuing education" courses are designed to meet the needs of one employer or several. These courses are tailor-made for individual employers and can be held at the college or at the plant.

Atypical of most colleges, Ivy Tech has no "main campus." The college is really a system of thirteen regional institutes throughout the state:

Gary	Indianapolis
South Bend	Richmond
Fort Wayne	Columbus
Lafayette	Evansville
Kokomo	New Albany
Muncie	Madison
Terre Haute	

There is a direct communication line among all the institutes and business and industry. Whenever one campus learns of a job opening, soon all campuses learn of the employment opportunity. This arrangement shows only one way the college strives to provide its students with satisfying profitable employment. But the training and employment opportunities provided by the college work two ways. Not only does the college go to the business/industry community with qualified graduates, but business and industry come to Ivy Tech with wide-ranging requests for specially qualified employees. It works this way: either an employer will contact the college for a specifically skilled student or the employer may ask one of the regional campuses to send instructors to his business to retrain his own employees in a particular skill. Business can go to Ivy Tech for skilled workers or Ivy Tech can go to the business and train workers in the needed skill.

It is unique and beneficial to all concerned the way Ivy Tech operates.

The idea of the regional-institute college was borne from the realization that technically trained employees were needed and that many high school students were not cut out for college for whatever reason yet still needed a good job and wanted advanced education beyond high school. So, in 1963, the Indiana General Assembly granted the establishment of the institutes. The idea was so successful that thirteen institutes have been established and this past session of the legislature added another dimension to Ivy Tech—the system is now administratively independent. In other words, the college is appropriated monies from the general assembly but determines its own policies and administers its own affairs like Indiana, Purdue, Ball State, and Indiana State universities.

"The curriculum of the College includes full-time two-year associate degree programs." "Not every program is offered in all 13 institutions. However, as funds become more available and as the various schools become accredited, more programs will be offered in more schools," stated Bruce Mitchell, dean of technical education.

Accreditation is given by the North Central Association of Colleges and Secondary Schools. Accreditation can mean more federal money, easier acceptance of the curriculum by the Veterans Administration, and ready acceptance and added prestige to the two-year associate degree. It also facilitates the transfer of credits toward a baccalaureate degree at a four-year college.

Because Ivy Tech is part of the state's higher education system and thereby subsidized by the state, student costs are kept low. A resident student of Indiana can attend one of the institutes on a full time basis for a general fee of \$100 per quarter plus books and occasional

lab fees. Housing and transportation are not provided by the school. Part-time students pay \$10 per quarter hour, and out-of-state students must pay tuition of \$100 plus the general fee and accessory costs. Scholarship, work and loan opportunities are available to students with financial need.

It was mentioned earlier how Ivy Tech goes beyond teaching just the technical skills. Technical training is, of course, its reason for being and to maintain students' interest and insure practicable skill, the college conducts the technical classes with "hands on" training, or simulated work experience. In the words of Dean Mitchell, "Ivy Tech believes in general education integrated throughout the occupational curriculum." To this end, the college offers English, mathematics and science courses to students whose achievement is lower than the technical entry level, and has instituted a tutorial service with instruction often given on a one-to-one basis.

Future ambitions include "multiple entry-multiple exit" levels for the students. As the phrase implies, each student will enter and leave Ivy Tech in the field he chooses and at the level of instruction and advancement relevant to his needs and abilities.

Dean Mitchell summed up the drive behind Ivy Tech: "We consider this College as a responsive, emerging, relevant and innovative institution. We are moving into absolutely open enrollment. This means that anyone permanently out of high school will be accepted into some program that the college has to offer.

"Indiana needs an adequate alternative for (the) 80 percent of our high school graduates who do not go on to complete a four-year academic program."

That's Ivy Tech: an alternative.



NEW and EXPANDING INDUSTRY

Max compiled the research in this article, which capsulizes the complete report to be available in August.



Max Moser

Indiana gained 106 new industries last year, despite the fact that nationwide industrial expansion remained at a bare minimum during 1970. At least 240 Indiana industries expanded their operations during the period.

Those are highlights of the Indiana Department of Commerce report: "1970 New and Expanding Industry".

Elkhart County posted the largest number of new industries—23. Many were of the types which serve the mobile home industry. Thirty-four companies in that county undertook expansion programs.

Marion County recorded 19 new industries, with 45 instances of expansion.

Other leaders were:

Lake, 4 new industries and 9 expanding industries; **Allen**, 3 and 14; **Vanderburgh**, 3 and 7, and **St. Joseph**, 3 and 5.

Information for the report was compiled from several sources: utility companies, local chambers of commerce, individual companies and the Indiana Employment Security Division.

V. Basil Kafiris, director of the department's economic research operations, said there probably were several cases of industrial growth not included in the report because of the difficulty of establishing this kind of data.

Information was collected and the study prepared by Max L. Moser of the department's economic research staff.

The **fabricated metals industry** registered the most growth during 1970, with 33 new installations and 40 expansion projects.

Nineteen non-electric machinery facilities began operations in the state, while 29 existing manufacturers expanded their operations.

The **transportation equipment industry** added eight plants and another 20 companies expanded.

The report ventured estimates on the number of jobs created by 1970 industrial growth. New industries resulted in about 2,500 new jobs, while expansions accounted for another 7,800.

Since few industries will disclose employment levels, those estimates are rough. Furthermore, there is no reliable method of placing a dollar value on new and expanding industries.

The report noted that Indiana's non-farm employment in 1970 topped that of all preceding years except 1969.

The report attributed the drop to the national business slowdown, coupled with the larger number of workers involved in labor disputes during the year.

Several industries reported higher employment in 1970 than in 1969. They included, steel, non-electrical machinery, drugs and medicines, and printing.

Also observed was the level of Indiana's total labor force, which the report said increased nearly 20 per cent during the last ten years. Included in that was a 25 per cent rise in the number of people employed in non-agricultural industries, which offset a 56.2 per cent drop in the number of farm employees.

Service industries added the most employees since 1960, about 37 per cent. Major expansion in hospital and nursing home employment was recorded, as was school employment.

Average non-farm employment in 1970 stood 29 per cent above the 1960 level. That compares with a population growth rate of 11.4 per cent during the decade.



MORGAN'S RAID

by Paul W. Barada

The American Civil War ended well over a hundred years ago, but the legacy of that massive conflict is still preserved.

On July 12 and 13, close to 1,500 civil war buffs took part in the re-enactment of a Civil War raid that spread through southern Indiana in June 1863. The re-enactment, held at Fort Benjamin Harrison in Lawrence, relived Morgan's raid.

Although during the war no major battles were fought on Hoosier soil, Indiana supplied over 210,000 men for the Union cause. Of this total, Indiana lost 24,416 men either killed in action or died of wounds. The size of this loss is emphasized by its contrast to the ten years of the Vietnam conflict in which approximately 1,200 Hoosiers have perished.

The cavalry raid, led by Brigadier General John Hunt Morgan, stands out in Indiana's military history as the last time the state was actually invaded by an armed force. Historians still debate the actual purpose of Morgan's raid, but whatever the intent, pandemonium reigned throughout the state from July 9-13, 1863, when

Morgan finally crossed the state line into Ohio.

General Morgan has been both celebrated as a brilliant cavalry tactician and decried a lawless adventurer. In either case, he and about 2,500 men crossed the Ohio River into Indiana by midnight on July 8. He personally carried four pieces of artillery as he charged through the state.

The general moved quickly through the sleepy villages of Corydon, Palmyra, Salem, Vienna, Dupont, Lexington, Vernon, Versailles, Sunman, and several other communities in that portion of the state. As he went he destroyed farms, flour mills, and rail depots, he burned bridges, he plundered, he looted his way through Indiana.

Perhaps the most effective Hoosier defense was made by militiamen at Corydon. They were able to beat back the first charge by the invading cavalry, but the fire from Morgan's artillery and a second charge caused the home guard to make a hasty retreat, with a loss of three killed and two wounded. Morgan's forces lost eight with 33 wounded. Throughout the raid, the home guard was unable to stop Morgan, but they did manage to slow him down.

Another memorable but questionably noble incident



against Morgan involved the stalwart defenders of Vernon. Darkness found them waiting for an attack. Suddenly a loud noise was heard—like something splashing into and across the stream, then rushing up the far bank directly toward the company of Hoosier militia that were stationed there to guard the ford. In the darkness and confusion a number of the defenders fell over the bank, an estimated 18 foot plunge. Several were severely injured. The threatening sounds turned out to be no attack at all but a herd of horses and cattle being moved across the river to avoid capture by the rebels. This incident is the oft-forgotten "Battle of Finney's Ford."

Morgan finally left the state, ultimately to be captured in Ohio. Federal troops were pursuing him throughout his dash through Indiana, but they were never close enough for a serious encounter.

Morgan's raid is of relatively minor significance in the Civil War. Nevertheless, it has given Hoosier students of the war an opportunity to re-live war history made in Indiana.

Several re-activated units, representing actual war units, took part in the activities at Fort Harrison. Wearing authentic uniforms and equipment, they were formed into units of cavalry, artillery, and infantry.



The Indianapolis Sesquicentennial Commission sponsored the event which was also the second annual encampment of the Sons of Union Veterans Reserve, an organization whose membership is limited to direct descendants of men in the Union army. Competitive drills were staged on Saturday for infantry, artillery, and cavalry. Judging was based on the manuals in use during the war. Every movement had to follow the regulations of that period.

Sunday afternoon saw the blue and grey aligned at opposite ends of the field, waiting for the signal to attack. With startling realism, the North and South opposed each other amid the rattle of musketry and the crash of artillery. As the troops advanced, they vividly suggested the time when thousands of young men faced each other in that life and death struggle of a century ago.

As the smoke cleared, however, spectators and participants alike were able to enjoy the excitement of a safe make-believe war.

Today few people remember much about that century-old conflict, but just for an instant, on the field at Ft. Harrison, John Morgan and his grey-clad cavalry seemed very real.



GROSS STATE PRODUCT

by Robert D. Shriner

(The following article was written for the Economic Research Division of the Department of Commerce.)

Gross national product, or GNP, is a widely recognized measure of the economic performance of the nation. It represents the total value of the goods and services produced in the nation within a given period of time, typically a year.

At the state level, it is also possible to refer to the gross *state* product, or GSP. However, in Indiana and most other states, GSP figures have not been assembled in the past. The cost of compiling detailed information on a state-by-state basis to produce GSP figures is generally considered too expensive and there are a number of conceptual problems involved. Therefore, other series are normally relied upon to provide needed information about the performance of the economy and the general standard of living in the state.

In Indiana, the economic health of the state has been measured in recent years by the Indiana industrial production index and by Indiana total and per capita personal income. Neither of these economic yardsticks is as comprehensive as GSP, however. The industrial production index measures only the output of *goods* produced in the state and does not take into account the output of trade and service establishments. Personal income provides a broader measure of state economic performance than does the industrial production index; but it does not provide much needed information about the sources of changes in the economic performance. It cannot be adjusted to account for price changes in individual industries, so higher prices may mask slow growth in output. Also, it tends to hide changes in the productive performance of the economy since it includes transfer payments such as retirement, unemployment, social security, and welfare benefits paid by government, business, and labor.

These drawbacks are absent when GSP is used. GSP is conceptually the same as GNP, so state economic performance can be directly compared to the nation as a whole. GSP can be divided by major industry groups. When national price indexes for the output of each major industry group are applied to the GSP figures for each industry, the effects of differing rates of price change among these industries can be isolated so that changes in the physical volume of output can be measured. For example, the current dollar value of output in Services in Indiana nearly doubled between 1963 and 1969, yet when adjustments are made to account for price increases, the constant dollar value (physical volume) of output in Services increased by much less (by about one-third).

Another new perspective emerges when each industry's share of total GSP is examined over a period of years. A comparison in terms of current dollars shows that the relative shares for each industry in the value of output has changed very little in recent years. Government's share of GSP increased only slightly between 1963 and 1969 although the current dollar value of Government GSP increased about two-thirds. Using 1958 constant dollars, there is very little change in the relative shares for each industry, this time in terms of the physical volume of output (constant dollar or *real* GSP). Statistics show that, following the adjustment for price changes in each industry, governments' share of real GSP actually declined slightly. This may indeed be a new perspective!

The percent of GNP in each industry accounted for by Indiana GSP shows, when examined over a period of years, changes in Indiana's share of each industry's total national output. Likewise, a comparison between each national industry's share of GNP and that same industry's share of Indiana GSP indicates the difference between the economic structures of the nation and the state. GSP figures can also be combined with other economic data to provide a basis for projections of growth in state industries and markets, state revenues, and future GSP.

As indicated earlier, compiling detailed information with which to produce GSP figures is both costly and difficult. The results are estimates based on a recently developed method that relies on data compiled by the federal government. GSP for nonfarm industries and for government is based on national data compiled by the U. S. Department of Commerce. GSP for farms is calculated directly from Indiana farm data compiled by the U. S. Department of Agriculture. With slight variations, the method has already been used to estimate GSP in several other states. Although direct tests of the accuracy of the estimates are not possible at present, several indirect tests suggest that the accuracy is probably quite high—near the level of accuracy of other widely used series such as personal income and manufacturing value added.

The estimates shown in the table is a synopsis of the author's personal research rather than of an Indiana Department of Commerce research project. Therefore, no plans have been made thus far to continue providing similar estimates in the future. However, the author will provide more detailed technical information to readers who may be interested and, if there is sufficient interest, arrangements can be made to publish updated estimates of Indiana GSP on a regular basis. Inquiries may be directed to the author via the Indiana Department of Commerce.

	GROSS STATE PRODUCT IN CURRENT DOLLARS		GROSS STATE PRODUCT IN 1958 CONSTANT DOLLARS	
	(Millions of Dollars)			
	1963	1969	1963	1969
Mining	194	198	206	213
Construction	611	1250	507	682
Manufacturing	6358	9977	6185	8759
Trade	2309	3683	2205	2956
Finance, Ins. and Real Estate	1625	2535	1493	1946
Transportation, Communication & Utilities	1269	1861	1245	1757
Services	1164	2027	997	1322
Farming	753	914	796	761
Government	985	1632	805	978
TOTAL	15268	24077	14439	19374
PERCENT CHANGE		8.36		4.13

Robert Shriner is associate director, Resources Development Internship Program, Midwestern Council of State Governments Advisory Committee on Higher Education, and a consultant on regional development.

RESPONSIBILITIES OF A NEW PRIORITY

by Sally Newhouse

Jack Wood is chief of State Planning within the Division of Planning. He has prepared a paper explaining the purpose and plans of his agency. This article summarizes that paper.



State planning, a very new priority of a relatively new government agency, is growing in its responsibilities to other state agencies and to the public. Its growth corresponds to the awareness that society can no longer develop randomly. Regional

economic imbalance and the drain on natural resources give two reasons for the establishment of a staff whose job is to coordinate the people and resources of Indiana.

It should be emphasized that Indiana's Planning Division makes no definite decisions. Rather the division conducts the research, gathers information then feeds its data onto the governor, legislators and/or other state agencies.

This article enumerates the responsibilities of the state planning staff and their forthcoming projects. All quotes have been taken from the paper.

State planning within the Division of Planning mirrors

the society it serves—as society grows more complex (and develops needs concomitant with that complexity), Indiana's state planning agency grows. It expands its services and expertise to meet Indiana citizens' current and predicted needs for a healthful, prosperous life.

Implied in democratic government is the responsibility to plan and provide. Long-range planning for the common benefit of all citizens, however, is a relatively new responsibility of state government. As state planning director Jack Wood stated, "primary tasks of the state planning agency are to guide the development of the state by identifying and analyzing significant development problems and opportunities . . . , and proposing alternative courses of action to be taken . . . to solve the problems or realize the opportunities."

State planning personnel do not decide final action on any plan they design. That function is fulfilled by the governor, legislature or even other state agencies endowed with decision-making responsibilities and powers.

Funding for state wide planning is largely dependent on federal appropriations. From 1965, when the Division of Planning was authorized by the state legislature, until 1970, federal funding of state planning was limited; thus the Division of Planning's energies and monies were spent on "providing planning assistance and technical advice to local communities". "With increased federal assistance and increased funding by the State, the Division of Planning in 1970 shifted its operational priorities from planning assistance to local governments to statewide planning. This change of emphasis reflected two developments: first, that the local planning assistance program was well-established, and most local governments had adopted comprehensive plans and had continuing planning pro-

grams underway, and, second, the most critical need in Indiana is the use and development of its resources—physical, human and economic. These changes demanded increased planning and coordination on a statewide scale.”

Several statewide studies are currently underway.

One study is a survey of Indiana's transportation needs. “In 1970 a survey to determine national priorities in the establishment of a balanced transportation system was initiated by the U.S. Department of Transportation.” The Division of Planning was charged by the governor with surveying Indiana's transportation needs through 1990. The governor appointed local planning commissions in cities with over 50,000 population as the local agencies cooperating with the state planning division.

To ascertain state transportation needs, official census and a set of working manuals prepared by the U.S. Department of Transportation will be used. “All modes of transportation will be considered . . .” The Department of Transportation recommendations will be forthcoming in 1972. These recommendations will offer alternatives for national transportation development and estimate the impact of each.

“A comprehensive housing study was begun in 1969. The housing study includes estimates of housing supply and needs, effective housing demands, and methods of financing. The study also includes a study of the housing industry in terms of labor, productions and productivity among others.”

As a part of the housing study, the Division of Planning will incorporate the U.S. Department of Housing and Urban Development's “Operation Breakthrough” program. “The Division works as a liaison between the builders, sponsors, developers and housing producers.”

Economic analysis of the state on a regional basis was begun in 1969. (For this purpose, Indiana was divided into 14 regions.) “The study includes projections to 1985 or population activities and potentials in the state's 14 development regions. The study also reviews applicable state and federal industrial development programs available in Indiana.”

Already the Division has published a preliminary report showing the effect of Indiana's airport facilities on the state's general economy. “A final and broader study of general aviation/airport needs will be completed and published in 1971.” (This study will form a part of the State/National Transportation Plan of 1972).

To implement the Intergovernmental Cooperation Act of 1968, the Division of Planning was delegated by the governor to review all state and local applications for federal funds “under any of 106 federal grant or loan programs.” This review is made to ensure compliance and coordination with other plans. “In addition, the Division of Planning cooperates with other state agencies, providing data, information and assistance on their functional planning programs. Similarly, the Division provides assistance to regional agencies in administrative organization, program planning and technical data and information.”

State planning has been charged with suggesting ways to save the environment, facilitate travel, provide adequate housing, ensure wise land-use . . . To insure relevancy in its studies, projects and proposals, the Division, last December, initiated a series of dialogues between planning officials and community leaders—experts from the public sector. “The symposium, named

Dimensions 70's, was the first attempt to define goals by program categories”: education, economy, government, health, natural resources, transportation . . . “The need for the Division of Planning to prepare goals, priorities and plans for economic development, together with alternative courses of action, for consideration by the executive branch was indicated to be a paramount need” by symposium delegates.

The symposium, of which a second will be sponsored in the fall, revealed to the planners new local needs and, in turn, the need for new priorities. The Division has acted on this new realization by modifying their program for fiscal year 1971-72 to reflect the new needs and priorities (especially in housing and transportation and in expanding the activities of the Clearinghouse). Beginning with fiscal year 1971-72, the Division will begin a land-use study. Implementation of the study is expected to follow in the next fiscal year.

Full scale operation in state planning began last year. This year, with funding from the Department of Housing and Urban Development, major emphasis is being placed on state planning. Within the next two years regional Planning on a state-wide basis will begin.

Because the need for full-scale planning involving all levels of government has become so evident, the next fiscal year will see a new program initiated in the Planning Division—the **management and scheduling of state and regional activities**, especially a state, regional and local coordination policy. “The management study will identify methods of obtaining greatest utility, economy, efficiency, and the best timing for planning investments when block grants might come available to the state.”

Besides the new program to manage and schedule state and regional activities, **two other proposed studies** will constitute priority in the next fiscal year—a plan for expanded investment in recreation / tourism / vacation facilities, and formulation of a land-use policy. Both studies show the premium on land. “Rapidly increasing population is escalating the demands on land for housing, industry, transportation, recreation, agriculture, forestry, water, power, and waste disposal.” Balance among these demands-on-land must be leveled according to a coordinated plan that takes into account both people's and nature's needs.

Indiana can and must expand its draw of tourist dollars. A plan coordinating new facilities, the location of them, avenues of transportation to them—the whole tourist industry in Indiana must be evaluated and improved so the state may reap its share of profit from the ever-growing tourism industry.

And another function of state planning is to guide other state departments that are responsible for the state's social, economic and physical development. **“In fiscal year 1971-72, the Division anticipates working closely with the State Highway Commission, Aeronautics Commission, Department of Natural Resources, Port Commission and the Division of Community Affairs on special projects of mutual interest.”**

“There is a growing awareness among government officials and planners that planning is an inescapable necessity if a state is to offer the opportunity for good living, with an economy sufficiently vigorous to enhance the welfare of every individual and family.”

640,000 Acres of Enjoyment

by Debbie Tower

Although man's immediate survival no longer depends upon the killing of animals, hunting and fishing still remain two of man's most popular activities. They offer sportsmen a form of competitive recreation. Man must match wits, patience, and endurance with an adversary of quicker movement in its natural surroundings.

Hunters, even with their superior intelligence and the advantage of trained dogs and guns, are put to the extreme test of tracking and ultimately killing animals whose keener sense of smell and ability to move faster and to camouflage themselves can lead men through woods and fields for hours. Many hunters derive the greatest pleasure from the "chase" regardless of whether or not they catch their quarry.

Fishermen not only must outlast their opponents. They must, too, acquire a sensitivity to distinguish when fish are teasing and truly going for the bait. At times, actual physical strength proves the determining factor in pulling in the larger and heavier fish.

Indiana's state fish and wildlife areas provide about 640,000 acres for fishermen's and hunters' recreation. The Department of Natural Resources in its Fish and Wildlife (formerly Fish and Game) Division manages the areas to insure maximum enjoyment and use. Operations are geared to fulfill state residents' expectations rather than to promote the areas to out-of-staters. This does not mean that non-state residents are not drawn to Indiana's facilities; many of Illinois' and Kentucky's sportsmen hunt in Hoosier forests and fish in the state's lakes and streams. Yearly, approximately 120,000 hunters and 800,000 other users (fishermen, hikers, sightseers) find enjoyable activities and relax in the state's fifteen fish and wildlife areas.

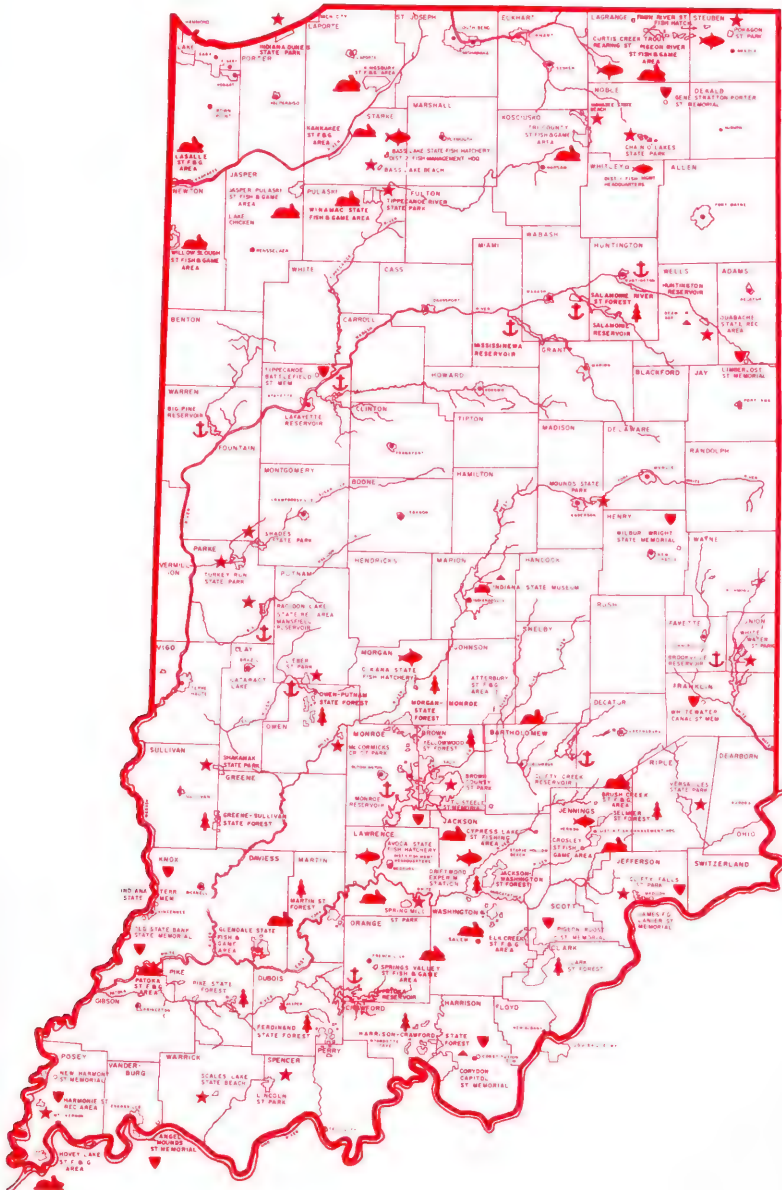
To develop an area to its greatest potential takes 15-20 years and requires responsible administrative procedures. Many of Indiana's area managers and foremen have bachelors and masters degrees in wildlife management from schools in the far west, deep south, and midwest. With this cross-section of knowledge, these men can suggest necessary restoration projects and conduct surveys of animal behavior to determine the best ways of operation and expansion.

An annual budget of about \$240,000 is needed for management and development of Indiana's fish and wildlife areas. Roughly 20% to 30% of that amount is spent in maintenance. In concentrated areas serious misuse can result from vandalism and careless trash disposal.

To relieve concentration in many places, at least twenty additional fish and wildlife areas and expansion in the existing areas are needed. The trend, however, is to develop recreational facilities in those areas to meet the demands of a growing society with outdoor interests other than fishing and hunting.

In using an area, sportsmen must observe the federal and state regulations. All legal species can be hunted in season. In a few areas, restrictions are made on the size and number of game and fish that can be caught per day. To hunt and fish requires the appropriate license.

The only idle weeks in Indiana's fish and wildlife areas are in February and early March. Nearly year-round activities are offered—ice, spring, and summer fishing, and upland game hunting beginning in the fall and continuing through January.



Recourse for Consumers

by Sonya Saunders



Some consumer complaints go unresolved because buyers don't know which agencies can help them correct problems with purchases or services.

The Office of Consumer Affairs has compiled the **CONSUMER GOVERNMENT INFORMATION HANDBOOK**. It describes Indiana government agencies, departments and commissions which have authority in consumer matters.

Here are examples of problems that can occur, along with a capsule description of the agencies' roles in settling them:

A nurse, hired to care for an elderly man, fails to provide satisfactory care for the patient. Who should be questioned as to the reputability of the nurse?

THE NURSES REGISTRATION AND NURSING EDUCATION BOARD

1803 State Office Building, Indianapolis, Indiana 46204

This board undertakes the examination and registration of Registered Nurses (RNs) and the Licensed Practical Nurses (LPNs) in order to guarantee the fitness of each person licensed as a nurse; to insure that minimum standards of safety are met; to disbar from practice those licensees who misuse their knowledge to the disadvantage of the public, and to prohibit known imposters from practicing.

A building appears to be a potential fire hazard. Who should be contacted to inspect it?

THE INDIANA STATE FIRE MARSHALL INSPECTION DIVISION

502 State Office Building, Indianapolis, Indiana 46204

The Department is responsible for the general inspection of all places of public assembly in the State of Indiana and is specifically concerned with looking for violations of all state and local codes. Reports of inspections are kept on file and are public record.

A customer has doubts about sanitary conditions in a barber shop. Who should be notified?

THE INDIANA STATE BARBER EXAMINERS BOARD

1018 State Office Building, Indianapolis, Indiana 46204

The State Board of Barber Examiners conducts barber and apprentice examinations for barbering in the state. The Board also issues licenses and renewal licenses for barbers and apprentice barbers which permit them to work in the state. Barbershop licenses are issued upon request, after inspection and approval by the board. Barbershops are checked for sanitary violations and to enforce the Indiana Barber License Law.

Because of its complex terminology, insurance policies are a prime category of misunderstanding. Before purchasing insurance, a person should know exactly what he is buying and the actual cost before he signs anything.

Many people do not bother to have their policy clarified and in time of distress find they do not have the coverage they thought they were paying for.

If a policy-holder has difficulty settling a claim and wants to know his rights, he should write the Complaint Division within the Indiana Department of Insurance.

When purchasing an over-the-counter drug, a buyer can obtain information on a suspect product by checking with the Indiana State Board of Health, Division of Drug Control.

This division prohibits the manufacture, sale, distribution or use of adulterated, misbranded or fraudulent drugs, cosmetics and therapeutic devices as well as improperly registered hazardous household products. Its responsibilities include combating "drug abuse" through education, communication and enforcement and prevention of the sale or illegal possession of dangerous drugs and hallucinogen substances.

It has qualified individuals who are available to speak to service groups, schools, and other interested organizations on the dangers of drug abuse.

When a consumer believes he has been deceived or abused by a person or business in a consumer related transaction, he should write a complaint letter to that person or firm which includes:

- A clear statement of what seems to be wrong.
- A complete description of the product or service.
- The name and address of the company or party involved.
- Account numbers, dates, etc.
- A copy of the receipt or contract (keep all originals).

Report grievances promptly and be sure to keep a copy of all correspondence. If, after writing the party involved, the results are unsatisfactory, the next step is to contact the proper state agency for further assistance and information.

Questions as to which agency has authority, and legal grievances, should be directed to the Attorney General—Consumer Protection Division, 219 State House, Indianapolis, Indiana 46204. Copies of all previous correspondence should be enclosed.

The Division may investigate any *written* consumer complaint made by a non-merchant arising from a transaction between a merchant and non-merchant concerning

Cont'd next page

Recourse Cont'd

sales, leases, assignments, awards by chance or other dispositions of goods, services, or repairs. It will notify the merchant of the nature of the complaint in writing and request a written reply.

Upon receipt of a reply, the Division acts as mediator. If no reply is received, or if no settlement is reached, it cannot take further action unless a violation of state law or regulation is indicated.

The Division may initiate and prosecute civil actions on behalf of the consumer in the name of the state whenever an agency to which a complaint has been forwarded fails to act upon the complaint within 10 working days after its referral or when no state agency has jurisdiction over the subject matter of the complaint.

Trade groups also like to be aware of consumer complaints that involve their industries. There are organizations for almost every trade: Indiana Association of Plumbing-Heating-Cooling Contractors, Indiana Association of Certified Public Accountants, Home Builders Association of Indiana, etc.

Local Chambers of Commerce or Better Business Bureaus should be informed of grievances. In some cases, they can induce results (if the business is a part of their organization).

Copies of this handbook will be available upon request at:

Office of Consumer Affairs
Department of Commerce
336 State House
Indianapolis, Indiana 46204
Phone: 317/633-4228 or 4450

Business, Industry

Charlie Todd commercial dry cleaning and laundry, a St. Louis based firm, is constructing a new facility in Terre Haute.

Location of the building will be on a five acre site on north Fruitridge Ave. purchased by the Todd firm from the General Service Administration.

The new Todd operation will employ about 100 people with an annual payroll exceeding \$500,000.

The Micromatic Hone plants in three Indiana cities are expanding their operations.

The Hone plant in Detroit is closing and transferring operations to Berne, Angola, and Pendleton.

On June 1, The Industrial Thread Division of The American Thread Co. moved its Chicago warehouse operations to the Ft. Wayne facility.

With the move, the company's two major selling divisions are now located in Ft. Wayne.

According to J. E. Jessen, manager of the Ft. Wayne warehouse, a survey showed that better and faster service to the Midwestern area could be provided if the company operated from there.

Manufactured Homes, Inc., has opened a new 40,000-square-foot facility for production of modular and sectional housing in Elkhart.

The new plant is located on a seven acre tract of land on the northwest side of Elkhart and manufactures homes

under the Suburbia label. Production capacity is six houses a day.

Modern Farm Systems, Inc. has expanded its facilities into Elwood with acquisition of the manufacturing plant formerly occupied by Ex-Cell-O Corporation.

Actual location of the MFS plant is on a ten acre site on the northwest corner of the intersection of state road 13 and Fairground Road.

The products the Webster City, Iowa-based firm manufactures are grain bins and grain handling systems.

According to Don Reimer, president of the company, the new Elwood facility "fits right into our distribution pattern and makes it possible to supply and service our Eastern market more advantageously."

Inside the Department

On May 20 **Brett Keene** represented the Industrial Development Division on a tour of the FAA facilities at Weir Cook Airport in Indianapolis. The tour was included as part of the program for National Transportation Week.

Keene traveled to several Indiana communities on June 15, 16, and 17, with an industrial representative seeking a new plant site.

Representing the Industrial Development Division, **Dan Manion**, director, and Keene attended a June 9 meeting in Bloomington with the Bureau of Business Research. Also attending was **Juanita Jahn** of the Economic Research Division. Purpose of the meeting was to make future plans for the computer data retrieval system used by the Department of Commerce.

On June 15, Mrs. Jahn was in Chicago for the Domestic Meeting of the U.S. Department of Commerce.

Basil Kafiris, director of the Economic Research and International Trade Divisions, attended the 8th Annual Forecasting Conference—Economic Outlook at Mid-Year '71. The meeting was in Chicago on June 9 and 10.

On June 16, **Sonya Saunders** of the Office of Consumer Affairs was in Chicago for the regional meeting of the President's Office of Consumer Affairs. In Lafayette, she attended the June 17 and 18 Annual Homemakers Conference at Purdue University. For five days beginning on June 28, Sonya was in Denver, Colorado, to attend the 62nd Annual Meeting of the American Home Economics Association.

Michael Organ, advertising manager for the Department of Commerce, attended the tourist information center openings at Evansville and Vincennes on June 18, the Marion center opening on June 23, and the North Webster opening on June 25.

Representing the Division of Planning, **William Warren** was in Ancilla for the quarterly meeting of the Kankakee-Elkhart River Basin Coordinating Committee.

On June 4 and 5, **J. Wood**, Chief of State Planning, attended a seminar on new community development held in Columbia, Md. The seminar was sponsored by the U.S. Department of Housing and Urban Development.

Representing the Division of Planning at a Bloomington meeting with the Bureau of Business Research were **T. W. Schulenberg**, director, **Judy Carley**, senior planner, and **Craig Norman**, associate planner. At the June 8 meeting, the bureau presented its economic analysis of Indiana's 14 development regions.





COMMERCE AND INDIANA
Indiana Department of Commerce
336 State House, Indianapolis, Ind. 46204

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Several Techniques Reveal Best Land Use

by Bill Watt
Director, Public Information

The location of cities, industries, parks, reservoirs and other man-made alterations of the landscape depends partly on a knowledge of what lies underneath.

That's why we have detailed soil surveys, geologic surveys, water studies and a new concept known as remote sensing.

Results of these studies can be applied in a manner as narrow as decision-making on a residential septic system or as broad as planning for an entirely new city.

Data of this type is getting more attention as planners and developers recognize the importance of "land use planning". It is based on the idea that all land isn't alike and certain types of land are best suited for certain types of activity—be it farming, residential development, parks or urban growth.

The goal of long-range planning is to attain the highest and best use of a particular parcel of land. That, of course, is mitigated by other factors: what is already there, what the owner wants to do with his land, population growth patterns, environmental considerations, to name a few.

One of the State Planning Division's projects for the coming year is a state land use policy study. Soil surveys are a fundamental element of the planning process, says Jack Wood, chief of state planning.

Recent local comprehensive plans have included interpretations of these surveys but many tracts of Indiana land have not been surveyed.

Ray Didericksen, state soil scientist for the U.S. Soil Conservation Service, said 14 Indiana counties have modern published soil surveys. Surveys are complete in another 14 counties but the results are not yet published. A similar number have survey projects now under way. Because of money and manpower limitations, about two are printed each year.

Soil surveys are conducted cooperatively by the U.S. Department of Agriculture, Soil Conservation Service (SCS) and Purdue University. There are 29 soil scientists employed by SCS now doing field work in Indiana. It costs \$16,000 to put a scientist in the field for a year, Didericksen noted. Purdue does research involving many soil problems, conducts educational programs through the Cooperative Extension Service on the use of soil survey information, and works with SCS to see that soils are mapped uniformly within the state and across state lines.

At the present rate, it will take about 20 years to finish the job in the Hoosier state. Didericksen believes the time span could be cut to 15 years if more manpower and funds become available.

Costs are shared by local governments and the federal government. As a result of a 1969 conservation law, the state is now getting into the act, although its funds for participation are limited.

The Soil Conservation Service also provides more localized surveys upon the request from Soil Conservation Districts and works with local health officers in locating sites for sanitary landfills.

How is a soil survey conducted?

Soil scientists examine a county in detail, digging test holes to a depth of five feet or more to observe the physical and chemical properties of the soil. They plot the boundaries of the various soils on aerial photo base maps at a scale of about four inches to a mile. The soil scientist also observes the steepness of slopes and amount of erosion which are recorded on the map. In addition, he may check the size and flow of streams, catalog the type of rocks, and note the varieties of plant life.

What they find is evaluated on the basis of a uniform soil classification system. A recent survey of Sullivan County identifies 51 types of soils. Those categories are further broken down, in some instances, by the degree of slope of the land. The results have to be put in a form that farmers, engineers and planners can use. Detailed soil maps are part of the final product.

Published surveys also include a "rating system" on productivity of land for various crops, data on engineering properties, and information about drainage, seasonal wetness, flood hazards and erosion.

These findings can be compared with other material the Soil Conservation Service has compiled. It has sheets that provide an evaluation of every soil type. If you know the soil type (or types) in your back yard, you can get a reading on its suitability for supporting a large building or a field septic system.

Didericksen warns that the results of a soil survey shouldn't be used to replace engineering.

"They should be used in the planning, not the design stage. But if you know the soil limitations you can either engineer around the problems or choose an alternative."

Knowing the soil conditions, a residential developer would be tipped off to the fact that field septic systems might not work effectively. Dense soils won't absorb water; field systems won't work in saturated soils. He then could consider the option of constructing a central disposal system.

Close attention to survey results can cut highway costs. Highways on certain soils will "heave" during cold weather. Construction over "muckland" requires more work to achieve a firm base. Didericksen said he thinks soil surveys would help highway officials in letting contracts, since their information would simplify appraisal and provide clues to special construction problems.

Farmers long have used soil surveys in planning crop production and establishing procedures for erosion control.

Engineers and architects can weigh soil characteristics in determining the type of construction materials to use.

Even the tax collector gets into the picture. Two Indiana counties are now using survey results as a yardstick for assessing agricultural land.

There is an even more exotic way to survey the landscape. It's called remote sensing and the technicians and scientists who are developing the concept keep turning up new uses for it.

The techniques of remote sensing are complicated but the theory is rather simple.

A Boy Scout looking at a topographical map knows that areas shaded in blue are water-covered, green represents foliage, and certain black symbols represent roads, buildings, etc.

On a much more sophisticated level, the remote sensing technician makes a similar interpretation based on color and, in some cases heat radiation.

By observing the color scheme of an aerial photograph or other remote sensing device, the technician can learn much about the characteristics of a segment of land. **Right now, remote sensing is being tested to determine the extent of corn blight in the midwest.** It can spot other plagues as well and is able to inventory croplands.

In urban areas, remote sensing can be used to count buildings from the air. Since different construction materials reflect light and radiate heat in different amounts, sensing devices can determine what type of material was used.

Purdue University's Laboratory for the Applications of Remote Sensing has done pioneer work in utilizing computers and other techniques in the compilation and analysis of remote sensing data. The laboratory also seeks new uses for the information.

Dr. David Landgrebe, director of the research facility, said "everyone can get something worthwhile out of the information from remote sensing, from government agencies to the man on the street."

He thinks it possible that in time, remote sensing data will be able to evaluate the economic status of an urban neighborhood, as one example.

Remote sensing has some limitations at this point. It

couldn't come up with as detailed a soil survey as the soil scientist who digs holes in the ground but Landgrebe said he believes remote sensing could simplify the chore. It can effectively extrapolate to a large area from a few measurements made on the ground.

"Remote sensing won't put anybody out of business; it augments existing sources of information."

Starting next March, remote sensing data will be gathered by satellite—with the launch of the Earth Resources Technology Satellite. This will offer an entirely new dimension to land use planning.

One of the principal obstacles to land use planning is the fact that we don't have an accurate inventory of our land resources.

By knowing how much of each type of land that exists and what it is being used for, planners and developers can start making some decisions based on what they have to work with.

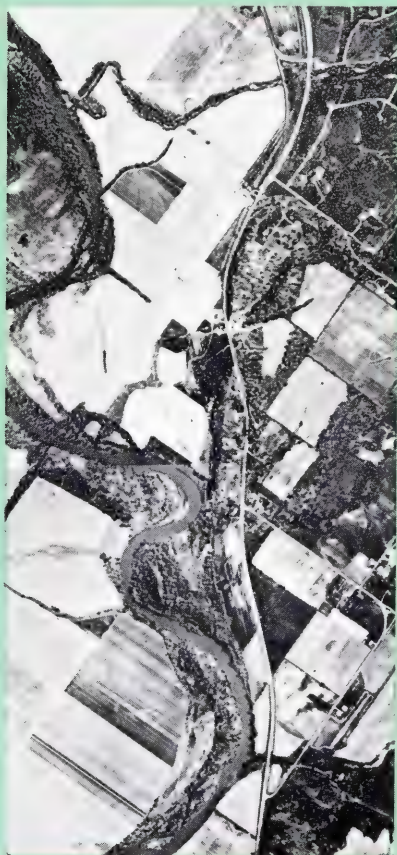
Survey techniques such as the ones just described are only part of the picture. Based on soil surveys alone, you could make a fairly good argument that some of Indiana's major cities are located in the wrong places.

But economic, human and environmental factors largely will determine how the earth's land surface is ultimately utilized.

The "best possible use" approach will likely undergo constant modification to meet specific situations.

A quotation from the book "Land for the Future", published by Resources for the Future Inc., adds this final note:

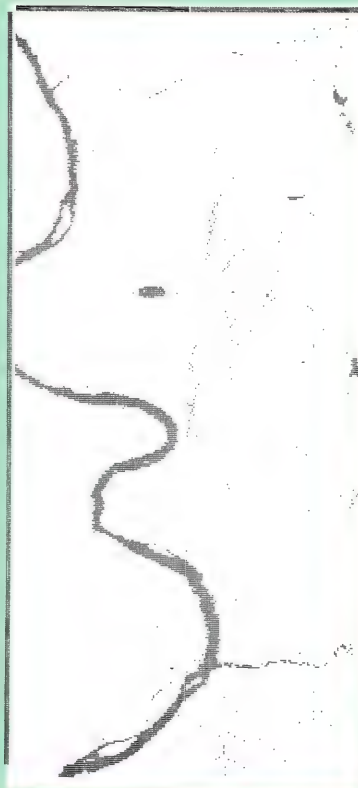
"There is no useless land. The ultimate resource is the resourcefulness of man."



Examples of geographical analysis by LARS.

On the left, an aerial photo of geographical sections.

On the right, same geographical area showing water classification only.



Less Than Capacity Use Of State Technical Services

by Sally Newhouse

Editor

Indiana's state universities offer services to business and industry that are not being used. This article will draw from the case at Purdue University. Three articles, to follow in consecutive issues, will accentuate the opportunities offered to business and industry by each of the other state universities.

Purdue University is involved in a program sponsored by the state and specifically dedicated to helping business and industry. The program is fully operative but too infrequently used. The program, now in its fourth year, is called the State Technical Services program. Its purpose, in this case, is to serve business and industry with the expertise and facilities of Purdue, especially its engineering proficiency.

The expertise and facilities at Purdue are considerable. There are resources and laboratories and personnel dedicated to assisting business and industry with research and technical problems.

There are two facets to the State Technical Services program at Purdue: the Industrial Extension Service and the Information Service. Both services, according to Dr. Clare McGillem, director of the Engineering Experiment Station, "provide technical information transfer."

The Industrial Extension Service, as guided by Dr. Find Sandgren, is comprised of field agents who are graduate students or faculty and who, by drawing from all available information, analyze a company's problems

then offer recommendations. Of course, Purdue's complete, sophisticated facilities and faculty are available to these field agents as they pursue solutions to their assigned problems.

Each company's proprietary interests are always fully respected by the Industrial Extension Service staff.

A premise used to justify the State Technical Service program was that new scientific and technical information develops so rapidly that industry, especially small and medium-sized industry, can not feasibly keep abreast of all new information relative to their product and the technical processes that combine to make the product as reliably, inexpensively, and quickly as possible.

The Industrial Extension Service has a very winning record. The perhaps surprising reality is that the service could be used more often than it is. Faculty and personnel at Purdue can derive one of two explanations for the smaller-than-expected demand of its service by industry: either Indiana business and industry do not know fully of the service and its stellar staff or the service is not appropriate to private industry. In any case, it appears there are technical problems and solutions but, at least in many cases, the avenues to their unity are not being linked.

The Information Service, the other elective of the State Technical Services program, also has more technical problem-solving potential than is currently being utilized.

This information service is a pot pourri of technical resources. William Corya works as head of the service and, with his assistant, is only as far away from technical solutions as the phone. He can draw from Purdue's libraries, faculty, and, if need be, other sources, to find the answer to an industry's inquiry. All time, energy, talent and mailings are free. Still, however, the service is not used to capacity.

There are, of course, myriad opportunities sponsored by Purdue that industry does fully take advantage of. The seminars and short courses are particularly well attended. In contrast, however, to the structured, scheduled courses and discussions, the State Technical Services program at Purdue allows—or better, encourages—industry to seek the newest information on a problem specific to that industry at any time and for free. There are labs available to industry that are completely equipped and staffed if necessary.

Above all there has been a deliberate effort by the state and state universities to assist industry. Some have said Indiana's state university efforts are not equal to other states and thus, are not doing enough, or as much as they should. If the programs as set up are not sufficient, then industry should say so. Otherwise, it appears Purdue is doing more than enough.

Is it?



DIETS AND OTHER TIPS

by Sonya Saunders

Director, Office of Consumer Affairs

In our United States, many people do not have a well-balanced, nutritionally acceptable diet. Some fail to have a good diet because they are without adequate food or money and physical ability to purchase it. Others have access to proper food but lack the knowledge for following balanced diets. Still others, America's young people especially, fail to have adequate nutrition because of 'dieting', the lack of time for meals, (or on the run meals) and snacking on 'empty calories' convenience foods.

All individuals in our society have the basic right to a good assortment of food in sufficient quantity to maintain nutritional health. But in order to benefit from this right, every citizen must know enough about foods and nutrition to choose those foods that will supply his nutrient and energy needs.

In 1894 Congress authorized the United States Department of Agriculture (USDA) to begin research on nutrition. Nutrition education for the public began about the second decade of this century with the establishment of the Childrens' Bureau and the Extension Service of the USDA.

Research and education sponsored by foundations, voluntary agencies, universities, and professional organizations have paralleled government activities. Research and education activities continue and are still greatly needed.

The following is a summary of the five main areas within the USDA:

DEPARTMENT OF AGRICULTURE,

- **AGRICULTURAL RESEARCH SERVICE.** Develops improved methods of processing and storing food; protects food and fiber supplies from diseases and pests; regulates marketing of pesticides; devises balanced diets; disseminates nutrition information.

- **CONSUMER AND MARKETING SERVICE.** Standardizes, inspects and grades farm products; inspects meat, poultry and their products for wholesomeness and truthful labeling; furnishes market news information on supply and price of farm products, and information on plentiful foods.

- **FEDERAL EXTENSION SERVICE.** Provides information on agriculture and horticulture, and on family living, such as finance, nutrition, housing, health, clothing, and child care, through county extension agents, meetings, publications, and home-maker groups.

- **FOOD AND NUTRITION SERVICE.** Provides food and cash assistance to nonprofit food service programs for school age and pre-school children; administers food donation program and food stamp program for low-income families.

- **RURAL DEVELOPMENT AND CONSERVATION.** Aide rural economic development and conservation of natural resources.

The USDA has an abundance of publications, films, booklets, fact sheets, monthly and weekly releases. Most are available to the consumer but some are available only to professional offices such as education, newspapers, library, state government, etc. and only upon individual request.

The range of topics for which information is available to educate and protect consumers is vast. For example, if you work with an older group of citizens and would like food information for them, or if you are a teacher wanting to teach your students about quality leather for purchasing shoes and clothing, or how to control mosquitoes, the information is available through the efforts of the Department of Agriculture.

If the local press, radio or television in your area does not release the 'Food Plentifuls' weekly, consult them to find if they are receiving the USDA 'Weekly Consumer News' from the Midwest Information Office in Chicago:

Consumer and Marketing Service
USDA
536 So. Clark Street
Chicago, Ill. 60605

These shopping tips could save you money plus let you know which products are at their peak of freshness.

"That The Best Will Be Ours" is a new color film which tells the meat and poultry inspection story. Who looks out for the safety and wholesomeness of the meat and poultry you eat? What do the labels on meat and poultry products mean to you when you shop? How long can you store fresh or frozen meat and poultry products in your refrigerator?

Films such as these are available for your use.

Contact the

Audio-Visual Center
Purdue University
Lafayette, Ind. 47907

A List of Available USDA Publications (No. 11, May 1969) is available for your reference to specific areas of interest. Also there is a Bimonthly List of Publications and Motion Pictures distributed.

It might be a good idea to see that your local library receives this information also.

Look around . . . is your community well informed, is your media receiving this information, are they relaying it to *you* the consumer? Remember, an informed consumer has the opportunity to make the wisest shopping decision for her own needs.

Cont'd on page 16



Industrial Exhibit Stresses The Individual

The Industrial Development Division of the Indiana Department of Commerce annually enters an exhibit in the Indiana State Fair, scheduled this year for August 19-29. Perhaps the inclusion of an industrial exhibit in a traditionally agriculture-oriented event partially reflects the changing American economy. In any case, this year's industrial exhibit sports bright color; it is entertaining, informative, and oriented around the individual as Indiana's most valuable interest.

The display is actually comprised of four independent units that are joined to form one exhibit. One of the units shows a large map of Indiana that has been divided into eight regions. Each section is electronically connected to a phone which has been fed with a recording. The recording, running about one minute, tells the listener of the most important features of that particular region, whether those features be industry, college or university, or recreation/tourist attractions. This whole display is framed in flashing lights that draw attention and emphasize the future of Indiana.

A second section features a tree with globes instead of leaves. As a viewer steps onto the display platform, the globes will light up to illuminate the information contained in each light globe, information about large industry, small business, transportation, and commercial sites.

Another unit holds a giant picture of the state capitol. Again when the fair-goer steps into the area, a closed circuit television will pick up the image of the viewer and superimpose the image over the picture of the statehouse. As with each unit, the emphasis of this exhibit stresses the importance of each individual in the social/economic/political structure of Indiana.

The fourth section emphasizes the role of Indiana's ports by picturing, on each side of a huge revolving suspended cube that is dropped into the middle of a two-sided sphere, the ports and various products that Indiana exports.

The path from one section of the industrial exhibit to another complements the bright, entertaining atmosphere of the exhibit. The units are linked by a checker-board path made of carpet and linoleum.

Each unit needs a person to activate the lights, to induce the release of recorded information, in essence, to make the exhibit purposeful. So in Indiana, people are what make it work.

Department of Commerce executive director Van Barteau, his administrative assistant Michael Organ, and Industrial Development Division Director Dan Manion worked on plans for the exhibit for three months. It is hoped not only will the display earn large attendance but also that after the fair, each of the four separate units will be used at trade seminars and business meetings.

ANNUAL "OLD CAR FEVER"

by Randy Byal

Guest Writer



"Old Car Fever"—a summer mania that strikes young and old alike claimed a record 25,000 lives last Labor Day Weekend in Auburn, Indiana, as the sleepy-eyed community of 7,300 awakened once again to revel in the glory of its early automotive heritage.

Dubbed "Home of the Classics" as the birthplace of the elegant Duesenberg, the sporty Auburn, and the revolutionary Cord of the pre-war years, Auburn has an automotive history that produced no less than 15 of the nation's earliest motorcars.

Each September the tree-lined streets of the quiet community nestled in Northeast Indiana teem with activity as residents ready themselves for the Chamber of Commerce-sponsored Auburn-Cord-Duesenberg Reunion, and the return of the classics.

Members of the A-C-D Club, comprised of owners, former owners, and persons dedicated to the preservation and restoration of the three great cars, are expected to bring more than 100 of the skillfully restored autos to Auburn Sept. 4.

Arriving Friday afternoon either under their own power or by trailer or truck, the classic autos will be on hand for informal inspection by local residents.

Saturday, car owners will prepare their masterpieces of chrome and lacquer for the "parade of classics" and judging. More than 25,000 tri-state area residents will view the cars Saturday afternoon along the courthouse square.

The "square" takes on a carnival-like atmosphere as camera bugs, backyard mechanics, and connoisseurs of beauty walk from car to car ogling the glittering luxury that helped put Auburn on the maps.

Community service groups rally behind local retailers in promoting their city through its automotive heritage.

High-spirited Jaycees conduct a 45-minute historic tour of Auburn, visiting such landmarks as the home of Charles Eckhart, founder of the Eckhart Carriage Company and the Auburn Automobile Company, and the home of E. L. Cord, the man responsible for the rise and fall of the Auburn-built classics.

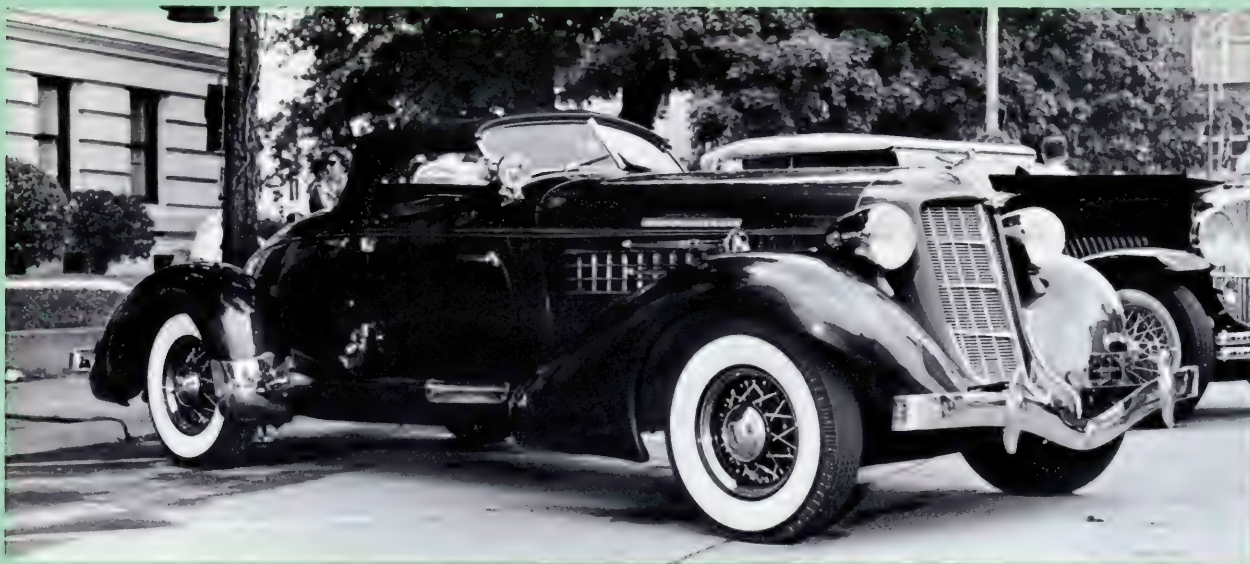
Tri Kappa Sorority sponsors an antique show and sale



Labor Day weekend at Auburn.

Commerce and INDIANA

1936 Auburn 852 "Boattail" Speedster—reportedly the finest Auburn ever produced. The super-charged eight cylinder engines produced speeds in excess of 100 m.p.h.



in the 4-H Club Exhibit Hall with proceeds going to local charitable and educational projects. This year dealers from four states will display glassware, coins, furniture, china, jewelry, dolls, books, primitives, auto parts, clocks, bottles, and silver.

American Legion volunteers serve a barbeque to visiting car owners Saturday evening, while Kiwanis Club members and J-C Anns operate concession stands during the day.

Auburn Police Reserves coordinate traffic and local Boy Scouts protect the classic autos from accidental damage. The list of volunteer workers goes on and on.

Featured for the first time this year will be a classic car auction on Monday morning. The only such affair scheduled in the Midwest this year, the invitational bidding is expected to bring in dealers and collectors from all over the country. A 1934 Duesenberg valued at \$65,000 is to be one of several cars to go on the auction block.

The highlight of the 15th annual reunion last year was a 1904 Auburn touring car that was exhibited in London

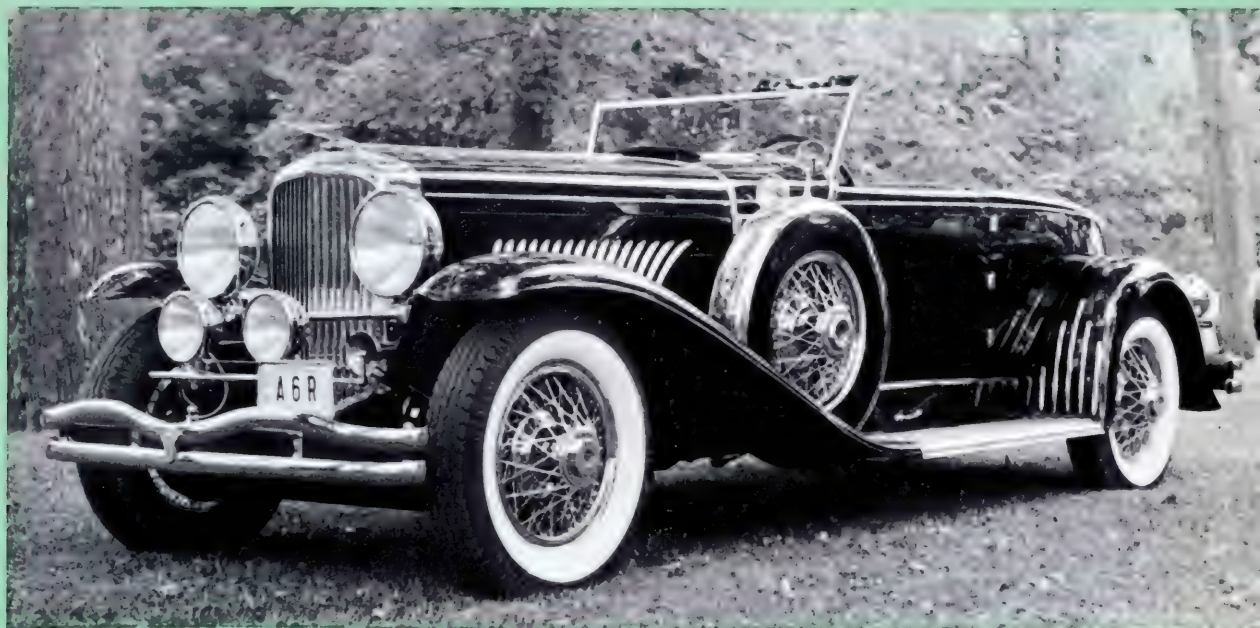
shortly before the Auburn meet. The oldest Auburn known to exist, it received the Popular Appeal Trophy.

The Auburn Automobile made its first national appearance in 1903 at the Chicago Auto Show, although a hand-tooled Auburn first rolled over city streets in 1901, the accomplishment of Morris Eckhart. The company was sold to a group of Chicago financiers in 1919 and Auburns continued in production until 1937.

While early Auburns were being successfully marketed a rival auto manufacturer was also producing cars within the city limits. The W. H. McIntyre Company introduced the DeKalb in 1908 and the McIntyre in 1909. The McIntyres continued in production until 1914 while the Nyberg, Handy Wagon, and Imp cycle car came out in 1912, 1913, and 1914.

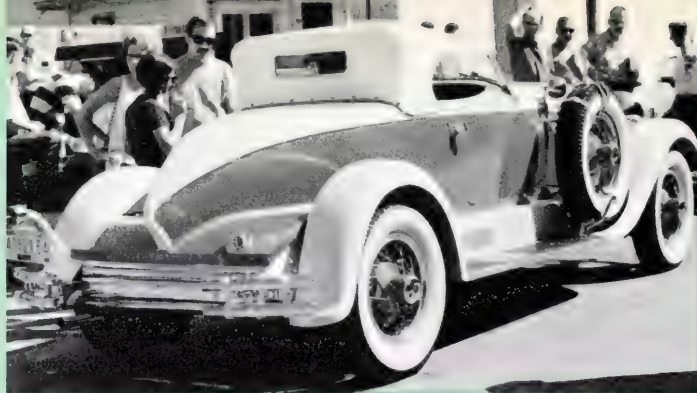
Zimmerman Manufacturing Company produced the Zimmerman auto from 1908-1914 and introduced the DeSoto in 1913 and 1914 after which the DeSoto Car Motor Company was formed.

W. H. Kiblinger produced the Kiblinger from 1907-



*1933 Duesenberg
Model J Murphy
Convertible
Coupe, valued in
excess of \$60,000.*

*1930 Auburn "Boattail" Speedster
(Speedsters were produced until 1936).*



1909 while the McDowall Brothers manufactured the McDowall from 1907-1908. The Model Gas Engine Company produced cars in Auburn between 1902 and 1906. In 1915 the Auburn Automobile Company came out with the Union which was discontinued in 1917.

In 1926 Auburn Automobile Company President E. L. Cord formed the Cord Corporation and purchased the Duesenberg Company which was nearly defunct in spite of its technically superior engines. Cord introduced the Model J Duesenberg in 1929 as the most luxurious high performance car in the world.

The supercharged J was unveiled in 1932 with an engine capable of 130 m.p.h. and styling considered the finest ever produced in America.

In 1929 E. L. Cord produced another revolutionary automobile, the L-29 Cord with its unorthodox front-wheel drive. The depression nearly halted Cord sales by 1932 but in 1935 the Model 810 was manufactured with a new low body without running boards, retractable headlights, electric starter operated by depressing the clutch pedal, and a top speed of 90 m.p.h.

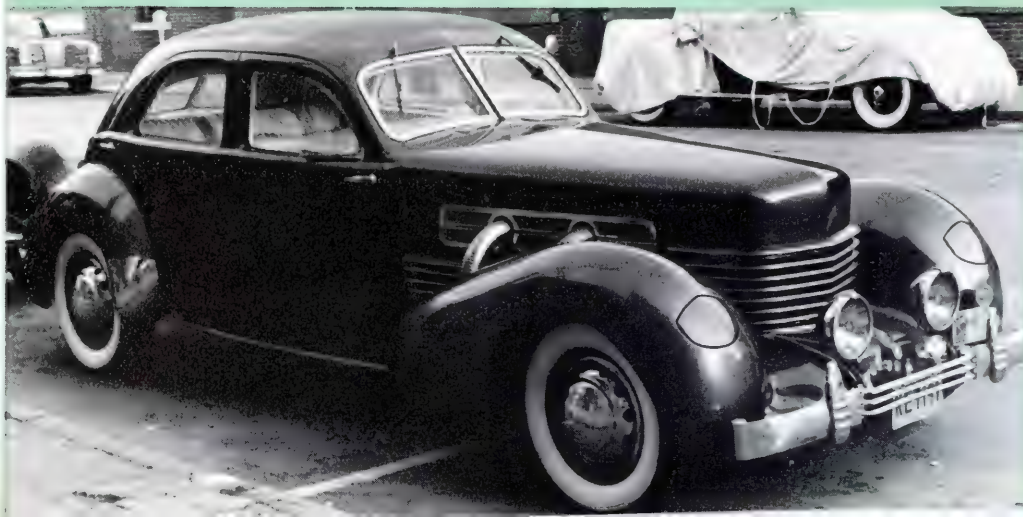
Although a style leader in American automotive history, the Cord never really got off the ground and total sales were less than 3,000 when the assembly lines shut down in 1937.

By 1938 the Auburn, Cord, and Duesenberg corporations were in receivership and an era of world-wide prominence for the City of Auburn had come to an end.

Today the assembly lines are gone and so is the pretentious showroom that welcomed a record 7,000 visitors in 1930. A garment manufacturer now occupies that space while the city's street department uses the only other building remaining.

The offices and the executives are gone too, but many local residents recall working on the factory in earlier days. Many also remember the glory of the local automotive industry and classics during their heyday, but few lament over the fact that Auburn might have been the automotive capital of the world.

To the contentment of Auburn residents the city is still "home of the classics."



*1937 Cord with front wheel drive and
retractable headlights.*

Community-Industry Assets

by Ned Hollis

Assistant Director, Industrial Development Division

The major objective of all businesses is profits. It is the pursuit and anticipation of these profits that cause companies to seek out new plant sites. A new site can be even more economical if there is an existing building to be adapted for use. Usually, a company will find it less expensive and faster if they can find an existing building that will meet their needs.

The Industrial Development Division's files show almost one half of all private business and industry inquiries request an existing facility when considering a site for expansion. The files also indicate that the percentage of those that locate in existing buildings is considerably greater than those building new plants. Hundreds of new jobs were created and millions of dollars expanded in 1971 alone by companies taking over older or shell facilities in Indiana.

There are many community success stories that can be told about attracting a new industry. One example will illustrate the point. Several years ago local businessmen decided to build a 12,000 square foot shell building to attract industrial prospects. To take the story right to the point, the building was completed, information was sent to inquirers and several prospects visited the town. One prospect in particular found the community to their liking but the building would not meet all of their requirements. They were so impressed with the town that they purchased land and built a 100,000 square foot plant. Next, they purchased the shell building to train their prospective employees.

This example illustrates how important and useful an available building can be in attracting new industry. In essence, having a building means having merchandise in the shelf to sell to prospects; in a word it means profits for business and community alike.

The Department of Commerce is in contact with hundreds of prospective clients every year. Its industrial development personnel, as a result, need to know where and when these buildings are available so the buildings, in turn, can be shown to clients who are either interested in purchasing an existing building or at least open to the idea.

It is very important that the Industrial Development Division's files be kept updated. In return for a community's help in keeping the files current, the division can return the favor by leading new industry to that community.

The Industrial Development staff is currently programming their files into a data retrieval system. They are hopeful that through local participation and specialty groups, they will acquire a current list of buildings, keep it updated, and, of course, work to win new buyers and developers of the buildings.

A.A.U.: Amateur Sport/Physical Fitness

by Debbie Tower

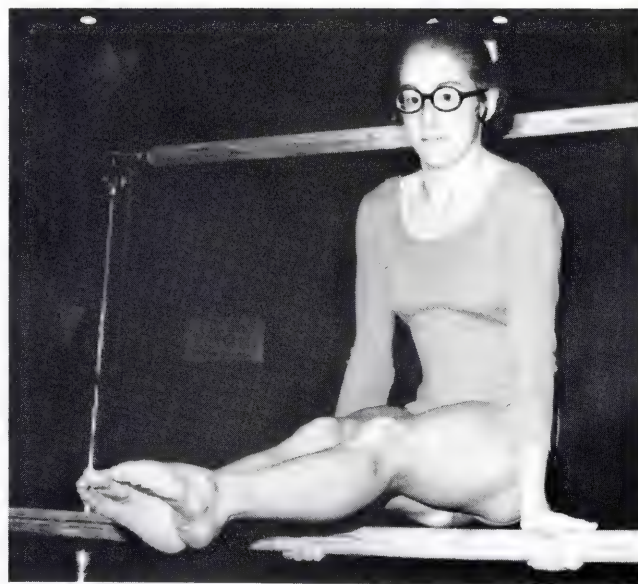
Before the turn of the century, competitive sports including foot races and tug-o'-war provided popular entertainment for amateur athletes. But, frequently 19th century amateur sports were invaded by "pseudo-amateurs," professional sportsmen who fixed contests, entered amateur competition, and profited from side betting. In New York City in 1888, a group of athletic clubs joined together to protect amateur sportsmen from corrupt intervention and to preserve the spirit of amateurism. The group was named the Amateur Athletic Union of the United States.

Today, countless athletic clubs, schools, park and recreation departments, and church and community organizations involved in amateur sports belong to one of the A.A.U.'s 58 associations. Most of its associations are located in cities across the country and in Alaska and Hawaii while several are maintained in Puerto Rico and the Far East for United States servicemen and their families.

Over 150,000 volunteers work within the national organization to "promote and encourage amateur sport and physical fitness throughout the United States" and to "promote the ideal of 'sports for sport's sake,' protect the interests of the amateur athlete or team, establish and maintain standards of amateurism, and sponsor a general athletic program for all amateurs, without regard to race, color, or creed."

Eighteen sports fall under A.A.U. jurisdiction and are conducted on all levels—local, national, and international. Public and college facilities are used during competition.

Working with the President's Council for Physical Fitness, the A.A.U. and its national sponsor, the Quaker Oats Company, have initiated a Physical Fitness Program for boys and girls ages six through seventeen. Physical fitness and proficiency tests are administered through school systems and park and recreation departments across the country, and youngsters who pass receive certificates of achievement. Special recognition in the form of citations



is awarded to those with outstanding numerical totals on the test.

Last year about 16 million boys and girls between the ages of eight and eighteen entered the A.A.U. Junior Olympics Program. To participate youngsters must first register with one of the A.A.U.'s associations. (By registration, all athletes are assured of fairness and reliability in competition and management in the events sponsored by the A.A.U.) Contests are conducted in thirteen sports on local, regional, and national levels in divisions established in accord with participants' ages and sex. To qualify for the National A.A.U. Junior Olympic Championships, youngsters must place in the local and regional meets. Special National Championship medals are awarded to the first six finalists. Local and regional champions also receive medals, and all contestants in the program are given certificates of participation. Through the Junior Olympics Program, the A.A.U. not only encourages physical fitness but also emphasizes the ideals of sportsmanship and fair play.

On an international level, the A.A.U. is designated the "official member for the U.S. and its recognized governing body" in eleven sports. Athletes belonging to the A.A.U.

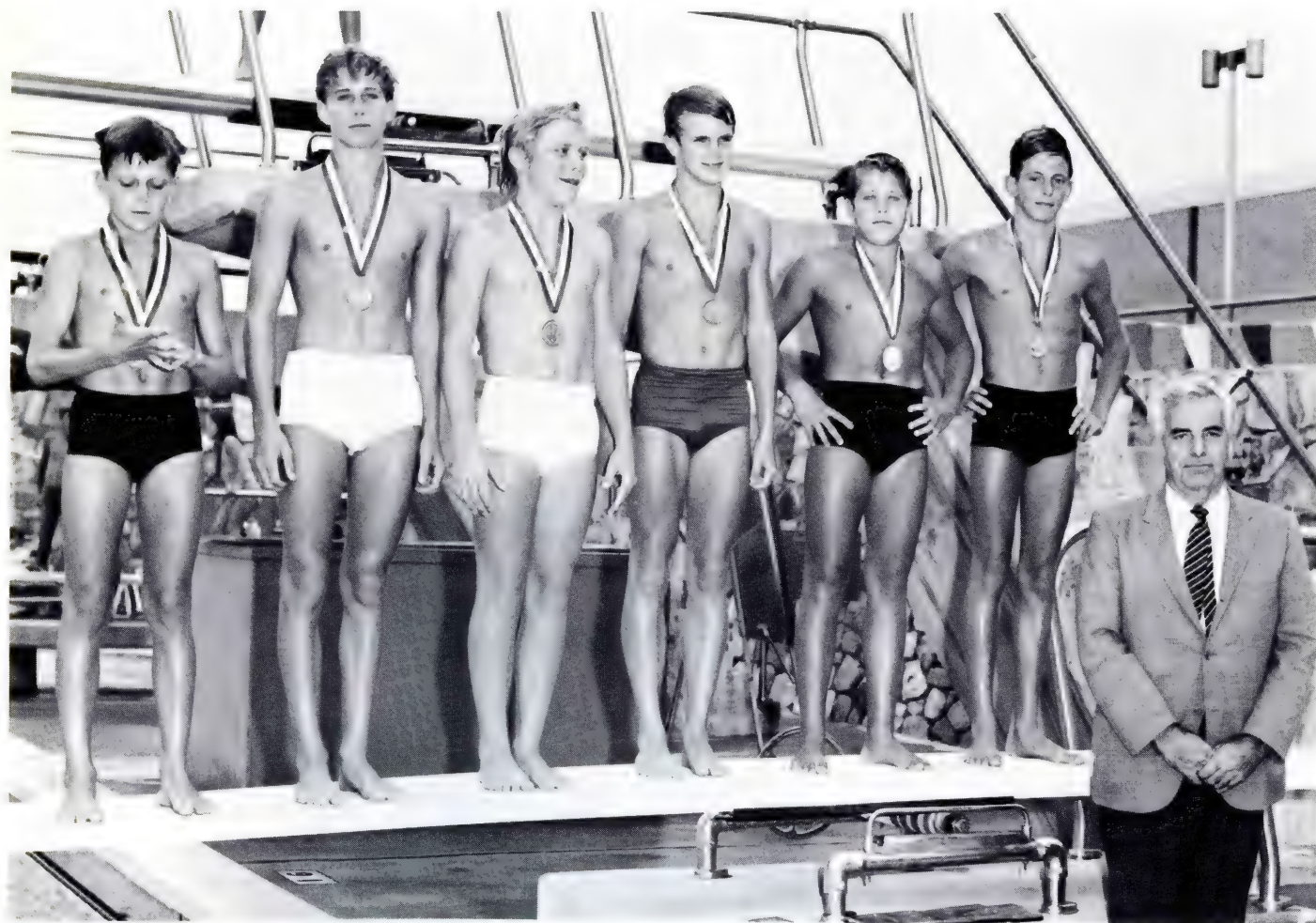
first compete nationally and then national champions are sent abroad for competition with outstanding sports figures of foreign countries. Many A.A.U. athletes, among them Bob Hayes and John B. Kelly, Jr. (current President of the A.A.U.), have achieved world-wide recognition by winning gold, silver, and bronze medals in past Olympic Games.

An array of awards and honors bestowed upon A.A.U. members is displayed in the lobby of the **national headquarters building in Indianapolis**. The display's main feature is a replica of the Sullivan Award which is given yearly to the outstanding United States amateur athlete.

Since the A.A.U.'s founding in 1888, the national headquarters had been located in New York. Its recent move to Indianapolis, in September of 1970, was made to maintain a more centralized location for A.A.U. operations. A staff of about 25, headed by executive director Harry Hainsworth, manages the administrative duties for A.A.U. national and international activities.

The Indianapolis personnel, a small staff in New York, and 13 part time field representatives are the only paid employees of the A.A.U. All other officials work entirely on a volunteer basis.

Winners of the Junior Olympics international competition.



Functions of Export Firm's Finance Dept.

by Basil Kafiris

Director, Economic Research and International Trade Divisions

(Ninth of a Series)

(Continued)

Letter of Credit

A very common way of credit method of payment in international trade is the letter of credit. This is a draft drawn upon a bank and not upon a foreign importer. A letter of credit, usually in written form, is an instrument issued by a bank for the benefit of the domestic exporter. It indicates that the writer of the letter will honor for account of the buyer under certain stipulated conditions. Thus the issuing bank undertakes to pay the beneficiary a certain amount of money against delivery of specified documents within a stated period of time. In other words, the bank extends credit for the transaction and affords the exporter security for payment.

There are three parties involved in a letter of credit: 1) the foreign buyer who opens the credit; 2) the issuer, the bank that issues the letter of credit; and 3) the beneficiary, the exporter in whose favor the credit is open. The letter of credit is initiated by the foreign buyer who arranges for credit with his domestic bank. If he has the credit qualifications the bank signs the letter and becomes the issuer, and the document is sent to the advising bank in the country of the beneficiary (exporter). The advising bank informs the seller and adds its name to the obligation guaranteeing the latter's undertaking.

Advantages: The letter of credit gives the seller more assurance that the payment will be made because he can now rely not only on the credit standing of the buyer but also on the bank which is ready to honor its signature as the issuer of the letter of credit. Another important advantage of the letter of credit is the elimination of the risk of shortage of foreign exchange in foreign countries. It is obvious that a bank will not open a letter of credit unless it is quite sure that it can obtain the funds necessary to make payment. Also, foreign countries hesitate to place their banks in the position of being forced to dishonor their promises. However, the seller will not be paid until he meets all the terms of the contract (quantity, quality, packaging, etc.), which of course is an advantage to the foreign buyer.

Types of Letters of Credit:

Letters of credit are of many types but as to cancellation or duration are classified as irrevocable or revocable.

Irrevocable: Irrevocable letters of credit are issued by a foreign bank and confirmed by a domestic one. Under this form, the main characteristic is that no changes in the terms of the agreement are permitted without the consent of all parties, including the exporter. In other words, an irrevocable letter of credit contains a firm promise which cannot be altered without the consent of all parties concerned.

Revocable: This type of letter of credit is not common. Although issued by a bank, it must be treated with caution. As its name implies, it can be revoked or cancelled and this may be done at any time without the con-

sent of, and without notice to, the beneficiary. Thus the revocable letter of credit is valid for a certain period of time, and the exporter cannot be sure that payments will be made. Hence, he himself takes the risk that the buyer will probably try to change or terminate the agreement later on. It does not offer any protection to the seller prior to payment. Because of this limitation, revocable credits are not used very much in international trade except in those situations of high degree trust trade relationships between the seller and the buyer but for which credit is necessary to finance the transaction.

Payments against Documents:

Letters of credit deal with the payment of money *against documents only*. Documents should be presented to the negotiating or paying bank as soon as possible after shipment. The documents required under an export letter of credit are usually as follows:

1) **Commercial invoice.** The commercial invoice gives the description of the merchandise as it is described in the letter of credit. It must show buyer's order number and date, the full contract price, deductions, net claims, etc.

2) **The consular invoice.** The consular invoice for the most part is the necessary document for the clearance of merchandise through customs at the country of destination. This must be presented, sworn to by the shipper, at the appropriate foreign consulate in the American port of shipment.

3) **The bill of lading.** The bill of lading is the document which indicates that the goods were shipped. In other words, it is the contract with the carrier for their transportation, which also conveys the title.

4) **Insurance policy.** The insurance policy is essential to the financing of export sales for insuring the export shipment from the warehouse of the shipper during the course of transportation to the warehouse of the buyer.

All the documents accompanying drafts under a letter of credit must conform exactly with the specifications in the letter of credit. Discrepancies, omissions, and errors in the above documents are responsible many times for inconvenience, delays in the settlement of payments, and often leave the seller without any protection. For example, it is particularly important that the insurance policy or certificate be sufficient in amount and be effective on the proper date. In another example, an incorrect bill of lading would not be acceptable because such a bill of lading would probably not be negotiable and would not constitute satisfactory collateral for the banks.

Briefly, the letter of credit, particularly when issued in irrevocable form and confirmed by a U.S.A. bank, eliminates the credit risk, the risk incurred in obtaining dollar exchange at the time of presentation of the above documents, and in general it is one of the most important instruments in financing of U.S. exports.

A Bit of Yesterday

by Debbie Tower

(This is the last in a five-part series about Indiana's state-owned recreational grounds.)

Today, many Americans, both young and old, are heeding the advice of Henry David Thoreau and Ralph Waldo Emerson and are returning to nature to escape from the pressures and fast pace of modern life. Indiana residents are no different from their contemporaries, but their search for an isolated spot surrounded by simple outdoor beauty and peacefulness need not take Hoosiers out of their home state.

In Indiana there are eleven state forests whose sole recreational purpose is to provide Hoosiers with areas for relaxation away from the noise of traffic and multitudes of people found in cities. Individuals can walk along paths, marked in the forests, for several hours without catching sight of other hikers, and families can picnic under tall shade trees with only rare interruptions from campers and trailers en route to modern campsites.

In this sense, Indiana's state forests move backward. Special efforts are made to keep recreational facilities primitive when compared with each of the other state areas that offers modern conveniences—campsites with electricity and lodges and inns.

There is no entrance fee to state forests. But in the three forests that offer swimming and beaches, car loads are charged \$1.25 to enter those areas. And \$1.50 must be paid by those wishing to camp in the modern grounds maintained in a few of Indiana's state forests. Hunting and fishing are permitted in most of the areas.

Another purpose of state forests, besides their recreational and economic value, is to demonstrate methods of good timber management. Farmed over land can be replanted with seedlings. They grow to a certain size and mature and then are harvested. Many trees leave their own seeds which continue the cycle. At times, trees must

be cut down to allow for safe growth of others. Important to remember is that trees are a renewable resource contrasting with oil or coal. Although it may take 50 to 60 years, trees can and do grow back with proper management.

The Forestry Division of the Department of Natural Resources also sponsors a cooperative forest management program. The state is divided into 12 districts with a forester assigned to each area. These men advise private owners about good methods for management of their forest land.

Qualifications for men who supervise forest management, in most cases, are extensive. Nearly all must be graduated from an accredited forestry school and then undergo another six month instruction program. Conservation officers must first pass an entrance test and then are placed on a waiting list for admittance to a training school. After graduation, they are selected for service according to the ranking in their class. This process is similar to the program undergone by state policemen.

Two of the greatest dangers to Indiana's state forests are insects and disease. Prevention is normally the best policy. To keep trees healthy, foresters must watch plantations, keeping trees well spaced. But if problems develop, affected trees are isolated as best possible and, in cases, removed. Approved chemical sprays are used only when absolutely necessary.

Gradually changing in Indiana is the system used in forest fire detection. Foresters and conservation officers manning fire towers are still common but recently small aircraft flying patterns have been used. In time Indiana may switch entirely to fire detection by aircraft and use fire towers as communication points.



OTHER COMMERCE NEWS

Diets . . . cont'd

Single copies of the following are available free from the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250:

- CONTROLLING MOSQUITOES IN YOUR HOME AND ON YOUR PREMISES. HG 84.
- FIRST AID FOR FLOODED HOMES AND FARMS. AH 38.
- PROTECTING WOOLENS AGAINST CLOTHES MOTHS AND CARPET BEETLES. G 113.
- MAKING BASEMENTS DRY. G 115.
- STORING PERISHABLE FOODS IN THE HOME. HG 78.

(Please give your ZIP code in your return address when you order these)

These are for sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402:

- CONSUMER ATTITUDES TOWARD LEATHER IN SHOES AND CLOTHING. MRR No. 922. \$1.00.
- SUPPLEMENT FOR 1969 TO FOOD CONSUMPTION, PRICES, AND EXPENDITURES. AER 138-S. 75 cents.

Inside the Department:

On July 27, **Sonya Saunders** of the Office of Consumer Affairs was in Muncie to speak to a Ball State University class about consumer economics. The next day she addressed an Indiana State University family financial workshop in Terre Haute about the function of the consumer affairs office.

Three new publications from the Economic Research and International Trade Divisions are now available. They are a Survey of Selected Services, Indiana Gross State Product, 1963-1970, and the 1970 New and Expanding Industry.

Sheri Dunnington, assistant director of the Tourism Division, was in Des Moines, Iowa, on July 19, 20, and 21 for the Mid-America Travel Directors Council Meeting.

A list of monthly events that will be sent to Indiana radio stations beginning in August has been prepared by Mrs. Dunnington.

Tourism assistant director **Linda Jester**, who supervises the traveling tourist information center program, recently sent a progress report to contributors to the program listing the areas visited, number of tourists contacted, and an inventory of materials disbursed.

On July 28, she spoke at Turtle Creek to the women's club about tourism in the state.

Dan Manion, director of the Industrial Development Division, and Miss Jester were guests on a morning "talk show" on Elkhart's WSJV television station on July 29. Each explained and answered questions about his division.

On June 30, Manion attended the dedication of the Independent Postal System building in Indianapolis.

Manion and **Ned Hollis** of the Industrial Development Division met with a group of Greencastle bankers on July 2 to discuss financing industry.

In Columbus on July 7, Manion discussed financing and development of industry with members of the Chamber of Commerce.

Manion represented the Industrial Development Division at a meeting of the executive committee of the Indiana Area Development Council in Indianapolis on July 8.

On July 15, Hollis met with an industrialist in Clarks-ville to tour the city.

Because of the division's increased responsibilities and operations, on July 1, the **Division of Planning** was

reorganized into three sections. Administration is headed by **Chief of Administration, Richard Henderson**; Local Planning is headed by **associate director William Warren**; and State Planning is headed by **associate director J. Wood**. Warren formerly was Principal State Planner and Wood was Chief of State Planning. Others promoted were Eugene Waterstraat to Chief Planner in the Local Planning Section and Craig Norman to Senior Planner in the State Planning Section.

Eight new staff members have been appointed to the Division of Planning. Robert Clamme, Steven Smith (both of Indianapolis and planning graduates of Ball State University), and Russell Miller (native of Lafayette, graduated from Purdue University with a masters degree) are associate planners in the State Planning Section. James Andrews, of Lafayette and a graduate of Ball State University, is associate planner in the Local Planning Section.

Other associate planners for state planning are William Tarrant, Terre Haute; Rodney Walker, Indianapolis; and Peter Fuqua, Terre Haute. Mrs. Sandra Dee, of Indianapolis, is the new librarian for the division. All the above persons are graduates of Indiana State University.

A summer staff of 22 is employed by the Division of Planning. Seven are working in the State Planning Section and the remaining are assigned to local planning commissions.

Dr. William Black of Indiana University, Bloomington, is acting as a **special consultant to the Planning Division** during its preparation of the **State/National Transportation Study**, which will be submitted to the U.S. Dept. Of Transportation on September 1, 1971. Other assistants from Indiana University are George Britton, Leo Charalambides, Jim Dunn, and Wesley Redfield.

The Division of Planning has received a grant of \$32,000 from the U.S. Department of Housing and Urban Development to undertake a management study of state and regional planning coordination and inter-relationships.

Two new reports have been released by the Division of Planning this month. One includes the results of a two year study of the state's housing needs and resources. The other covers the results of a two year analysis of the state's economy.

Frank Pope, former staff member of the Industrial Development Division, has been promoted to administrative assistant to T. W. Schulenberg.

Comments from Maurice H. Stans

Maurice H. Stans, Assistant Secretary of the U. S. Department of Commerce, addressed the international conference of the Bureau International De La Recuperation, in New York City last June 15. Following are excerpts taken from his speech, the thrust of which stressed the urgent need for all world citizens to preserve the environment, to re-emphasize quality instead of quantity, reclamation instead of disposal wastes:

"The most significant characteristic of our world society today is that we live in a time of rapidly accelerating change. We see it demonstrated in our population growth, our acquisition of knowledge, our general technical progress, the need for rapidly increasing capital investment, our ever-expanding industrial production, our need for increasing the generation of energy, and the rate at which we are polluting our environment."

"... in contrast to our experience of living under conditions of constant growth and expansion, we are rapidly approaching a point in time when we simply *must* have a leveled-off, stable, world population. We *must* have technically stable environmental systems with respect to air, water and solid wastes, and we *must* have a stable political/social environment for the mutual security of all inhabitants.

"To alter man's practice of ever-accelerating *quantitative* growth and expand only with regard to *quality* will involve some very basic changes in attitude. And we are running out of time to accomplish these changes."

"The choice for us—and it is clearly the choice for the rest of the world as well—is between quantity and quality . . ."

"... we have suddenly become aware of what we are doing to the life-support systems that sustain us on the Spaceship Earth that carries us."

"Considering the accelerated growth of world population, the quick rate at which we are using up our resources, and the growing social, environmental and economic problems of waste accumulation, one fact is obvious: It is past time or talking in terms of waste *disposal*.

"We think now in terms of *reclamation* . . ."

"As an industrial activity, 'recycling' has been going on for years . . . It is a process that conserves natural resources, reduces solid waste accumulation and strengthens national economies. What is different now is that we recognize that recycling has vital ecological orientation and environmental impetus."

"No matter what technological, regulatory and economic measures we adopt to solve our environmental problems, we cannot succeed without the active participation of all the people.

In the words of President Nixon, "Environmental problems have a unique global dimension, for they afflict every nation, irrespective of its political institutions, economic system, or state of development."

Dolco Packaging In Decatur

Dolco Packaging Corp. has expanded its facilities into Indiana with the location of a new plant at Decatur. The new plant will make various Dolco packaging products which include foam egg cartons and apple and meat trays.

Location of the 100,000 square foot facility will be in the Decatur industrial park. Operations are expected to begin by February, 1972, and when running at full capacity, will employ approximately 150 people.

The Dolco facilities will be financed through the issuance of Economic Development First Mortgage bonds for a total of \$4.5 million.

Administration offices of Dolco, which is a joint corporation of the Dow Chemical Company and Olson Farms, Inc., are in North Hollywood, California.

Marhoefer Packing Thinks "Environment"

Marhoefer Packing Company of Muncie dedicated its new half-million dollar gas fired broiler plant at a July 17 ceremony in Muncie.

Although the coal-fired boilers, in operation for over 25 years, were still adequate for production purposes, Marhoefer initiated the conversion to rid Muncie's entire north side of the black smoke disposed from the company's smokestack. The change from coal-fired boilers to gas by the Marhoefer firm gives evidence of private business and industry taking positive steps to improve environmental conditions.

At the dedication, President John G. Marhoefer said, "Not many years ago, that smokestack symbolized production and progress. But from an environmental standpoint, it had become unacceptable . . . to you and to us. No thinking person in business and industry looks lightly on these problems."

For its strides toward cleaner air for Muncie and Delaware County, the Marhoefer firm earned praise from Dr. Andrew C. Offutt, Commissioner of the Indiana State Board of Health, Tenth District Congressman David W. Dennis of Richmond, and Jack Isenbarger, president of the Delaware County Board of Commissioners.

FROM INDIANA TO GETTYSBURG

by Paul W. Barada

Why, in 1971, erect a monument in a little corner of a half-forgotten battlefield of a century-old war? Why go to all the trouble at this late date?

At Gettysburg, July 1, 1971, mute cannon and granite monuments marked the paths and lines of battle where, over a century before, thousands of young men were beginning the greatest battle ever fought on the North American continent.

The passing of time, however, has all but erased the names and deeds that made this place immortal. Today few Americans recognize names like Meade, Cushing, Longstreet, and Armistead. No longer do places like "the angle," "bloody run," and "the wheat field," mean much to busy Americans. None of the more than 172,000 men and boys who were here in 1863 remain to tell the story of those three historic days.

Paul traveled to Gettysburg for two reasons: to get an actual account of the monument dedication and to satisfy his interest in the War.



Paul Barada

Now air-conditioned tour buses casually rumble by the stone and bronze tablets that commemorate a long forgotten tragedy. Guides direct little groups of tourists through the National Military Cemetery toward the spot where Lincoln spoke. As they walk, they pass through row after row of little stone markers. Unaware that these markers are all that remain of the thousands of boys who came to Gettysburg—to stay.

But why come to Gettysburg on this day, July 1? Why take time to reflect on the dusty brigades that once contested this field?

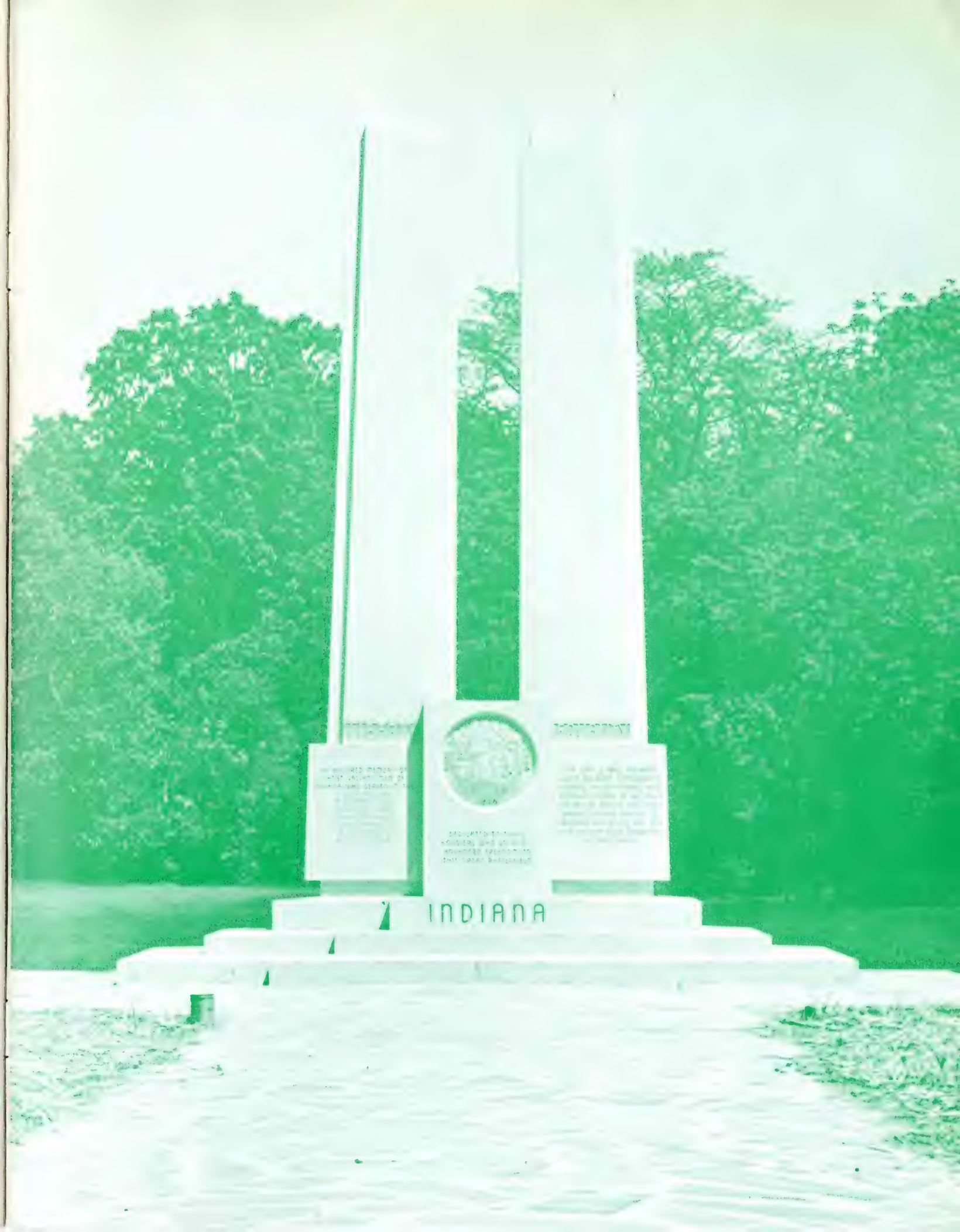
On This Day

On this day and the two following, exactly one hundred and eight years ago, over 500 men from Indiana, many from the famous Iron Brigade, fell among the woods and fields near this spot.

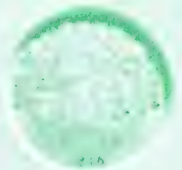
A little group of people have come to Gettysburg to remember and pay tribute to those few hundred "westerners" who died here. A handful of guests and dignitaries, plus some curious tourists, have gathered in Spangler's Meadow to dedicate another monument. The customary ceremony is taking place, a wreath is being placed, a few remarks are being made, rifles are firing a salute, "taps" is being sounded by a lone bugler. The ceremony is over and the little crowd is starting to disperse.

Now the participants in today's ceremony have gone and, as late afternoon approaches, the new Indiana monument stands unattended, along with the thousands of others that already dot the battlefield. But what did it all mean?

This new monument seems to be a silent recognition that Hoosiers, and all Americans, are still learning the lessons of the terrible struggle that was the American Civil War. In this day of protests and dissent, continued racial strife, and many subtle changes in American culture and values, the sacrifice of those few hundred Hoosiers, and the thousands more than lie at Gettysburg, mark the beginning of the growing pains that are still being felt in this country. It is as though the men of Gettysburg are saying to us, "We started something here long ago, and it's still up to you to finish it."



THE MONUMENT IS A REMINDER OF THE
VALOR AND SACRIFICE OF THE
SOLDIERS AND SAILORS WHO FIGHTED
FOR THE UNION DURING THE
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The National Clay Court Championships



Commerce and INDIANA

SEPTEMBER 1971

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COVER PHOTO

*National Clay Court Championships at Indianapolis.
(See pages 10 & 11)*

PHOTO THIS PAGE

*Example of Operation Breakthrough.
(See page 12)*

INSIDE BACK COVER PHOTO

*Tokens of "Johnny Appleseed."
(p. 18)*

PHOTO CREDITS

Photo on page 18Indiana State Library

All Others.....Indiana Department of Commerce

Commerce and INDIANA

ECONOMIC PATTERNS THROUGH 1985

by Bill Watt

Director, Public Information

A ponderous set of volumes labeled the "Indiana Regional Economic Development and Planning Study," completed in preliminary form last month, is providing guideposts toward Indiana's economic future.

The set of publications is the result of two years' work by Indiana University's Graduate School of Business and the Indiana Department of Commerce. It encompasses projections of employment, population, income, industrial development, and the outlook for housing supply and demand.

The study, financed by federal and state planning funds, was undertaken by a research team under the direction of Dr. Charles F. Bonser, associate dean of the Graduate School of Business.

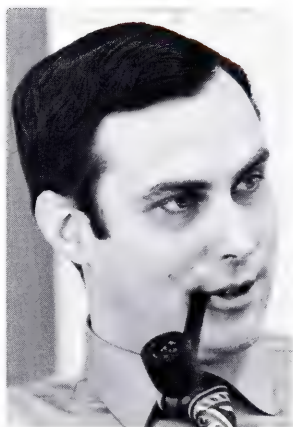
For the most part, the analysis and conclusions are based on the geographic framework of 14 economic regions which the state mapped out in 1968. They were meant to be prototypes for regional planning, since counties in each region generally have common economic denominators.

One section provides an industrial profile of each region's problems and prospects through 1985. Here's a region-by-region summary rundown:

REGION ONE (Gary-Hammond): Steel will continue to be the dominant industry through 1985, partly because Indiana is drawing a larger share of the total national employment in the steel industry, although national job levels are ebbing. Petroleum refining, however, is losing ground—in line with a national trend. In 1960, oil was the third largest employer in the region. By 1969 the ranking had dropped to eighth largest.

The report projects that the fabricated metals industry won't grow as rapidly as the regional average, but that industries turning out miscellaneous primary metal products are posting fast-paced growth. Although heavy metals are the mainstay of Region 1, the report said, there will be a trend toward diversification if for no other reason than diversification seems to be a natural attribute of large urban centers.

REGION TWO (the South Bend area): By 1985, the miscellaneous transportation equipment industry is projected to account for 9 per cent of the total employment in this region. That increase will offset predicted declines in the motor vehicle and aircraft industries. Two likely growth industries are miscellaneous plastic products



and metal stampings. The summary commented that this region seems to be making satisfactory progress in changing from one area of manufacturing specialization (automotive) to a closely related specialty.

REGION THREE (the Fort Wayne area including the "lakes" region): motor vehicles and equipment makers will strengthen their position as the region's leading job-provider. Other major industries show moderate to strong growth trends: electronic components, miscellaneous metal working and communications equipment. Current indicators point to a growing level of industrial specialization.

REGION FOUR (Tippecanoe and bordering counties): Agriculture remains a major employer but government employment (which includes Purdue University) accounted for 23 per cent of regional employment two years ago. That total government category is projected to account for 30 per cent of the total by 1985. That projection might not pan out, the analysis said, because university growth rates have peaked in recent years. Producers of books, electronic components, nonferrous rolled metal products and household furniture appear to be the expansion pace-setters.

REGION FIVE (Kokomo-Peru-Logansport): Largest current employer is the radio and television industry. Its share of total employment probably will attain 16 per cent by 1985, up from the present percentage of 9. Basic steel, however, is expected to record only slight growth.

REGION SIX (Muncie-Anderson): Industry is highly specialized, centering on production of motor vehicles and equipment, electrical equipment and glassware. Projections indicate that automotive and glass makers will not register rapid growth and that electric lighting and wiring equipment will emerge as a growth leader, along with the metals stamping industry. This is the only region in the state projected to have more than 50 per cent of its total employment in manufacturing and mining by 1985. Trends show that the region will remain more specialized than the state average, but that changes in industry specialization are occurring.

REGION SEVEN (the Terre Haute area): This region recorded the slowest growth in employment from 1959 to 1969 and government is the largest single employer (partly owing to Indiana State University). Retail merchandising was the second largest source of jobs. Production of radio and television receivers likely will show solid advances. Food products, another major industry, faces a national trend toward stagnation and decline. The paper products industry will hold its own but provide few additional jobs, the report said. Growth industry possibilities are construction machinery and nonferrous rolled metal products. General prospects for the

region to indicate a continuance of slow growth and a slow transition from low-skilled labor and non-durable industries to the more capital intensive durable good manufacturers.

REGION EIGHT (Indianapolis area): It is described as the largest and most nearly self-sufficient and has a broad base of industry and economic activity. Industries which could show strong future growth are motor vehicles, radio and television receiving equipment, industrial machinery and drugs. Trade and service industries will continue to pace national growth averages. The report said this region appears to be the most able to withstand economic reverses.

REGION NINE (Richmond-Connersville): The region is becoming more specialized as the household appliance and nonferrous rolled metals industries gain ground. Region Nine ranked fourth in the state in 1968 in terms of farm employment but it registered the slowest rate of decline in farm employment during the past decade. The report projects that employment growth will remain somewhat below the state average through mid-decade but likely will accelerate after 1976.

REGION TEN (Bloomington-Bedford): A major university again accounts for government and education being the major employer. However, the radio and television industry, currently number two, will close the gap. The rapid growth of Indiana University during the 1960s made this region fastest growing in the state. This region suffered the greatest rate of loss in farm employment during the 1960s. Future growth will remain strong, but below the rapid rate of the 60s.

REGION ELEVEN (Columbus): This region is considered to have a tight labor market and its employment growth during the 1960s was second lowest in Indiana. To a greater extent than any other region, its industrialization is embodied in a single firm, manufacturing engines and turbines. The motor vehicles equipment industry ranks second and both categories show moderate to good growth possibilities. Long range forecasts point to increased specialization and increased emphasis on manufacturing as a source of jobs.

REGION TWELVE (Madison-Lawrenceburg): This region has the smallest population, second lowest per capita income and the highest share of farm employment. Its rate of employment growth is among the lowest. Government and the beverage industry are the largest employers but construction machinery shows the most potential for long-term growth. Electrical apparatus and musical instruments manufacturers will see a doubling of their employment by 1985. Population is sparse and scattered among villages and farms. That fact, coupled with substandard highway connections, will continue to retard industrialization but some acceleration of manufacturing growth is expected after 1976.

REGION THIRTEEN (Evansville): Government and the household appliances industry are the big employers, yet trends point to a broad base for future growth because many of its smaller industries have strong potential. Best growth prospects are household appliances, primary nonferrous metals, household furniture, fabricated metals and plastics. Mineral and food-related industries are projected to sag in line with national patterns. The report noted that the region seems to be in the late stages of transition for specialization in natural resource industries to specialization in a variety of manufacturing industries. Moderate growth will prevail through 1976 will be followed by a pickup through 1985.

REGION FOURTEEN (New Albany): In 1969, this region had the smallest share of total employment in manufacturing. Household furniture is the principal manufacturing employer but shipbuilding is projected to double in employment during the period to 1985. Again, the dispersion of workers in small towns and farms throughout the region will tend to set back growth.

That's a very capsulized summary and it's only a small segment of the total report.

The research team explored several alternatives to promote long range economic betterment.

One is the concept of selecting "target industries"—the industries that would best serve the regional priorities. In some cases they would be industry categories that employ large numbers of workers; in others providers of higher wages. In certain regions, the goal would be diversification, in others greater specialization.

The notion of diversification versus specialization is getting more attention.

Economists have argued that Indiana is more sensitive to ups and downs in the national economy because our industries are heavy industries. They prosper when the nation booms, they sag deeply when the economy stagnates and declines.

Diversification is needed, but the research team points out that specialization is a better goal for some parts of the state. Specialization in one of the faster growing national industries will provide more jobs and local revenue far sooner than a search for a more diversified pattern which could provide stability but won't generate much growth.

Another plan, mentioned in previous articles in this publication, revolves around selecting certain cities in each region that seem to have more advantages for growth. By zeroing in on them, the entire region's economy is raised through a bootstrap technique.

Another section of the report, dealing with population trends, predicted population rise on a level below current expectations.

Dr. Richard Pfister, who compiled that survey, said:

"In our view, fertility rates will decline more rapidly in the future than has been assumed. The growing concern about population and environmental problems, among others, will lead to this continued decline in fertility rates, and a slower growth in population."

He says a realistic estimate is an annual rate of about 1.2 per cent increase.

Dr. D. Jeanne Patterson, who directed the industrial development study, said overall prospects for Indiana are as good or better than the national average.

"There are individual regions in the state that are undergoing changes in specialization that are almost severe in their impact, but almost every region shows relatively bright prospects for consolidation in new or existing specialties that will provide the foundation for future growth."

Dr. Patterson went on to say that chances are slim for developing significant industrial employment in regions suffering from continued economic stagnation and population out-migration from farm areas.

One conclusion of the survey is that less effort should be devoted to promotion of industrial development in the smallest and largest cities. The big cities will do fine without it and the small towns are not likely to do well in spite of it.

Broad State Technical Services

by Sally Newhouse

(Second in a series on the opportunities offered Indiana business and industry through the State Technical Services program.)

Indiana University in Bloomington has open communication lines to its wealth of scientific, technical and managerial information. These channels to resourceful data, publications and, above all, personnel exist to encourage progress, remedy problems, and facilitate business and industry in keeping abreast of developments relevant to their specific fields.

The agency responsible for administering this flow of information to business and industry is the Aerospace Research Applications Center (ARAC), directed by Dr. Joseph DiSalvo and part of **Indiana's State Technical Service Program**.

ARAC describes itself as "a complete information service for Indiana Business and industry." "The ARAC information warehouse includes all materials from Engineering Societies, the National Aeronautics and Space Administration, Chemical Abstracts Service, Atomic Energy Commission, Department of Defense and selected segments of the information available from a host of other sources."

There are five categories of information available from ARAC: the *Retrospective Search Service*, the *Standard Interest Profiles*, the *Industrial Applications Service*, the *Marketing Information Service*, and the *Computer Information Service*. Indiana companies may receive any one of the five services **FREE OF CHARGE**. And for any additional service, Indiana companies are given a special low charge. Out-of-state companies are also availed ARAC's complete services. Because, however, the ARAC program is a part of the Indiana State Technical Services program which is funded by the State of Indiana, Indiana companies are given first priority and lowest rates for services.

Retrospective Search Service "This is a complete information service given to tracking answers to a company's specific problem." The seven year history of this service has treated over 5,000 problems, solutions to which have been sought indefatigably from pertinent literature and experts. The procedure of this service usually follows the pattern whereby an ARAC specialist will be assigned the problem, contact the man-with-the-problem to confirm and clarify that problem, then will draw the answer from ARAC's library warehouse. Once the answer is found, the specialist will forward the summary answer onto the inquirer. Complete reports from which the summary was derived are always available. If necessary or advisable, the ARAC specialist will also refer the inquirer onto other experts.

Standard Interest Profiles These profiles are actually periodic summaries on over 100 topics judged by ARAC to be of popular relevant interest, to the industrial community served by ARAC. Summaries are made from the bank of current information at ARAC. "Detailed descriptions of the topic areas and sample mailings from them are available upon request."

Industrial Applications Service This service is directed toward the "non-defense, non-aerospace industry. No special technical area is emphasized." The way it works is that weekly ARAC announces eight-to-ten reports considered by ARAC as the best potential for non-defense, non-aerospace industry. "Complete hard-copy reports of the items are available from ARAC."

Marketing Information Service This service emphasizes new developments in pricing, consumer behavior, credit, advertising, distribution, transportation, forecasting and models of the firm's marketing process. To acquire this information, 70 journals are searched regularly by ARAC marketing specialists. "Special emphasis is given to market research and to quantitative techniques." "The result is a monthly review of the ten best articles in recent reading for marketing managers . . ."

Computer Information Service This last service consists of monthly mailings to computer specialists. Three to five program announcements are featured in each issue. "Firms can select programs they wish to order from ARAC (on tape) by reading the ARAC summaries . . ." "Each issue also contains abstracts of recent reports on software and new hardware features."

The consistent number of solicited ARAC services by Indiana companies is proof of the program's effectiveness.

(cont'd on p. 17)

Experiment in Communication

by Sally Newhouse and Harold Baker

Indiana's Division of Planning of the Department of Commerce is the first state agency in the United States to participate in a "communications seminar" funded by the federal Department of Housing and Urban Development.

The seminar, a five-day encounter in the dynamics of effective communication, was conducted with the ultimate purpose of improving communications between the state division and its cooperating agencies of state and local government. To effect this improvement, the entire planning division staff participated so that communications could first improve among themselves before expecting improved results between themselves and other public officials.

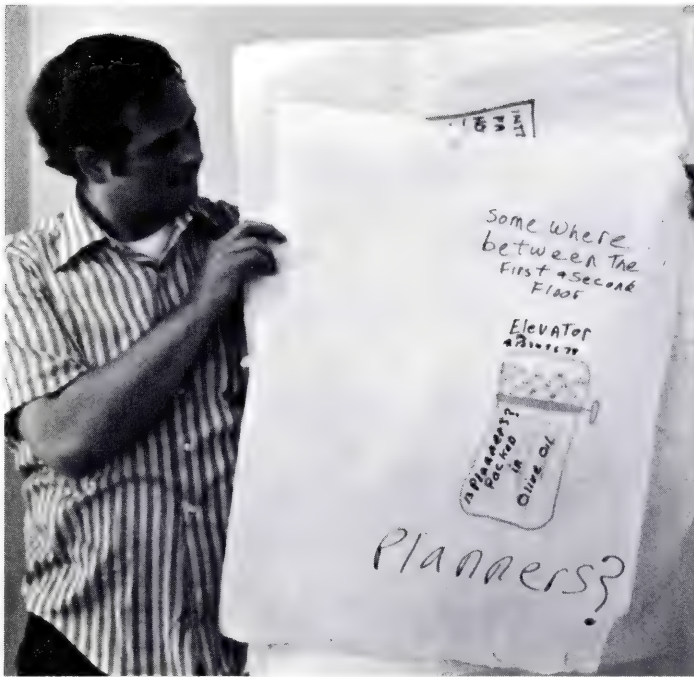
The workshop was set up so that all staff members could participate. Half of the staff attended on Monday and Tuesday, July 26, 27; the other half participated in the second session, running Wednesday through Thursday, July 28, 29. And finally, the entire staff met on Friday for a final formulation for improved communications.

The format was based upon a field-tested concept developed and used for five years by Lawrence Halprin & Associates. (Halprin is noted to be one of the leading figures in environmental development as a planner, landscape architect and general environmentalist. In the past, Halprin & Associates have held workshops ranging in length from one day to one month. The month-long session was conducted for the thirty individuals who own and govern Fort Worth, Texas.) Halprin calls the seminars Community Environmental Planning Workshops. This communications concept has been named by Halprin "The RSVP Cycles." Each letter stands for a step of the whole process: (R) Resources, (S) Score, (V) Valuation (a word coined by Halprin to mean a group's expressed feelings to a situation involving interaction and communication), and (P) Performance. In sequence, however, the steps follow the order R (resources), P (performance), V (valuation), and S (score).

The essential ingredient for the success of this kind of workshop is full participation by all members.

These workshops are an action concept for new ways to allow people to become directly involved in problem-solving processes that will affect them, their environments and their lives. In addition, these workshops, it is hoped, will catalyze a continuous line of communication among people of both the private and public sectors so that they, in turn, will cooperate to change and protect the human/natural environment. The sessions provided the occasion for experimenting with interpersonal communications and involvements. The communications abilities learned from the workshops are applicable to any interpersonal situation. The process, however, specifically contains the basic elements for arriving at decisions that will affect many people and their environments.

On the first day of the workshop, all staff members were required to participate—secretaries, planners, department heads, administrators, and directors of the division. After a brief lecture by a Halprin representative who introduced the workshop and RSVP concepts, the formal student-



During the course of the workshop, brief lectures and events were used to demonstrate the importance of such things as "creative listening" and "body language" in communicating. Some "role playing" situations were staged so that participants might utilize creative listening and observe body language. Participants were shown that people communicate in everything they do—by the way they sit, stand, gesture, etc. In other words, they speak in "body language."

During the final one-day workshop for both groups, two teams involving most of the staff were formed to develop a master score for communications to be carried back to the office environment. Each team presented their score and the entire staff valued on both scores.

During this final valuation, specific objectives, which were to be acted upon immediately the week following the workshop, evolved from the group's discussion.

In the weeks since the workshops, interpersonal as well as inter-departmental communications have improved noticeably, says Ted Schulenburg, division director.

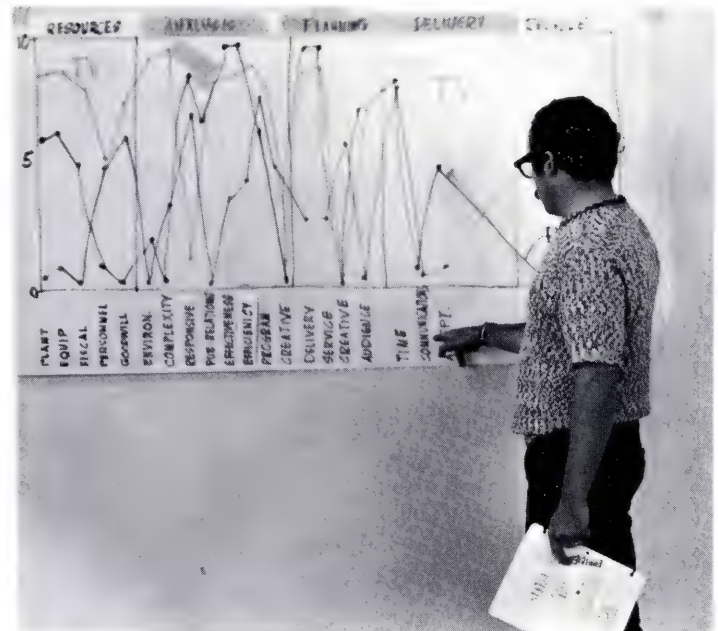
Another, perhaps unique, aspect of this workshop process is the recycling process. Unlike many management/communications seminars, this one will not be neatly printed and shelved. Throughout the week-long session, the workshop was recorded in photographs, on tapes, in notes, and team graphics.

The workshop was designed to bring out individual and group feelings, needs, wants and objectives. To this end, the seminar was successful. Periodic "recycling" meetings will be held at which time the graphic presentations, slides and tape recordings of the initial workshop will be used to re-emphasize, refine, and encourage the day-to-day application of the understanding and awareness realized from the workshop.

lecturer relations were dropped. Participants were asked to go into the community to observe communications processes used in the management of various organizations.

Three specific organizations were visited: an Indianapolis television station, the Community Inter-Faith Housing Incorporated organization, and a drive-in restaurant of a nationally successful chain. At each organization, workshop participants observed the facilities, manpower, functions and duties of the individuals, and the final product or services of each. Each person recorded his observations. These observations constituted the *R* (resources) step of the RSVP plan. Feelings about the communications observed in managing the use of these resources were also recorded.

The group returned to the workshop and was divided into teams. Time was given to each team to prepare a presentation for *P* (performance) to the rest of the group. In each team's performance, feelings were expressed about the way in which resources of the three organizations were used. Halprin refers to the expression of these feelings as *valuation*. After each team's presentation, the entire group then "valuated" on the performance. On the second day of each session the teams were asked to list the resources in the office of the Division of Planning and from these resources, describe ways and means of utilizing them in the most efficient and creative ways for optimum communications in the management of the division's goals. Developing a plan for the Division's improved communications fulfilled the *score* (*S*) step of the process.





ATTENTION!

Indiana Companies

Attention Indiana companies! There may be markets open to your products that you have ignored.

It appears many otherwise forward-thinking Indiana companies are not exporting because they are not aware of a foreign market for their particular product. Other companies feel that their domestic market is sufficient. In response to this situation, the International Trade Division of the Indiana Department of Commerce has instituted a new program called **World Trade Opportunities program**, designed to make foreign market information more readily available to the Indiana businessman.

In the past, the International Trade Division has concentrated on publishing material which would give the potential exporter some understanding of the actual processes involved in moving goods from his factory or warehouse to the ultimate foreign destination. This facet of the Division's work will certainly continue. But it is now necessary to provide the exporter with information concerning potential markets. This is where the World Trade Opportunities program comes into play.

Through the World Trade Opportunities program, manufacturers can contact the International Trade Division for *specific* trade leads. That is, the Division can supply *names and addresses* of companies who have either contacted the U. S. Department of Commerce or this Division seeking specifically stated products from U. S. manufacturers. It is hoped that by supplying inquiries with the exact name, address and agent, if needed, that speed and efficiency will result in quick responses from foreign buyers. The Division files are so organized that trade leads can also be given by country of destination. International Trade Division files also contain lists of foreign trade shows and international trade fairs. Direct contact with

potential buyers and agents or distributors can be made through participation in these shows. Many manufacturers have found these contacts to be invaluable sources of market information.

In addition to providing trade leads, the Division can also introduce manufacturers to the **Global Marketing Program** recently initiated by the U. S. Department of Commerce. The 1970—1972 program has selected six commodities to start off the project the goal of which is to boost U.S. exports to \$50 billion by 1973. Target countries were selected for each commodity and extensive market research was carried on by government personnel. The ultimate aim is to develop through company/government cooperation a Global Marketing Plan for that company.

World trade in 1970 reached \$280 billion. U. S. share of that trade was \$42.7 billion or slightly more than 18 per cent of total world trade. Indiana certainly has the potential to make its mark in international commerce. But in order to do so, Indiana businessmen must become aware of the foreign markets awaiting their products. The *World Trade Opportunities* program is geared especially to assist the small to medium-sized manufacturer who cannot afford to maintain an international trade specialist. Even if you the manufacturer are not presently exporting, the **International Trade Division** urges you to contact us in person or by mail at:

**Room 336 State House
Indianapolis, Indiana 46204.**

One of our staff can give you market research data by commodity and country, statistical information on where the majority of U. S. exports of your product goes and detailed trade leads.

"Professionals" Who Help

by Dan Manion

Director, Industrial Development

Profit—the ultimate objective of any business. Whether a company is large or small, if it does not make money, it eventually ceases to exist.

To first remain solvent and, additionally, make a profit, real estate brokers must sell land and buildings. Public utilities, such as those providing electricity and gas, must sell power and fuel. Railroads and trucks must haul raw and finished products. And, banks must finance investments.

While the motivation toward profit may seem an elementary lesson in economics, it is indispensable to government as well as to business. It is because of this drive that a wealth of professional assistance is afforded the Industrial Development Division of the Indiana Department of Commerce in its efforts to serve new and expanding industry.

An industrial prospect who contacts the Industrial Development Division frequently needs information about land, building, electric power, and gas availability; rail and truck transportation; and financing. The division's immediate sources for such information are the professionals mentioned and local chambers of commerce that, although not profit-oriented, represent businesses that are.

Indiana realtors and land owners, for example, Bud Scott of Madison and Norb Knabke of Ft. Wayne, supply the division with up-to-date available sites and buildings in their communities. For electric and gas information, the division's staff relies on industrial development professionals like John Hardy of Indianapolis Power & Light, Norm Wagner of Southern Indiana Gas & Electric Co., and Charles Jessup of Indiana Gas.

Because of the state's comprehensive highway and rail system and proximity to national markets, transportation

is one of Indiana's greatest assets. Pertinent transportation data is provided for industrial prospects by such experts as Joe Conn of Monon (now L & N) Railroad and the late Jim Nicholas of the Indiana Motor Truck Association.

Numerous investment bankers and specialists and consultants representing Indiana banks and insurance companies supply prospects with information regarding industrial loans, revenue bonds, and other financing procedures. Additionally, local chamber of commerce executives like Jerry Ginther of Michigan City and Keith Meade of Elkhart work with Industrial Development Division staff members by assembling packets of community information to help sell their cities to industrialists seeking new plant locations.

It is through these professionals and their spirit of free enterprise that the division is allowed best to serve the state's citizens.

One of these outstanding professionals, however, is retiring. Herman Steegman, area development director of Indiana & Michigan Electric Co., was one of the first industrial development professionals the division began working with in 1969. Since then, his guidance and advice have been an education for all staff members. Most important was his profound dedication to his retail area. He encouraged and persuaded prospects until they were committed to one of I & M's towns.

Although Steegman's position will be filled by another qualified man, Herm Steegman will be missed. His frequent contact with the division, whether to advise the staff of a new plant dedication or available site, has not only been beneficial but enjoyable.

Herman Steegman has been a great asset to Indiana and to the Industrial Development Division.

National Clay Court Championships

by Paul W. Barada

Likely, people think of Indianapolis as the racing capitol of the world, but for at least one week out of the year, the city becomes another sport's arena.

For one week, August 9 - 15, Indianapolis catered the 1971 National Clay Court Championships. This event is second only to Forest Hills in United States tennis competition rating, according to Stan Malless, the tournament chairman. In terms of international competition, the National Clay Court matches in Indianapolis are exceeded only by three other world championships . . . Wimbledon, Paris and Forest Hills.

Held at the Woodstock Club, the National Clay Courts carried a total prize package of \$58,000. Of this prize

money, two-thirds is collected from the sale of tickets (each of the seven days' play entertained capacity crowds) and the remaining third accrues from patron contributions.

This year's tournament at Woodstock, set against the backdrop of a blue and gold striped canopy, saw the upset of America's best male star and the return of an "old pro" in the women's singles.

The favored Cliff Richey was upset by Yugoslavia's Zeliko Franulovic in the men's singles championship match. Texas born Richey is considered to be number one among this country's top tennis players. In spite of his national ranking and two previous wins in the Clay Court Championships, Richey came up on the short end in the best 3 of 5 series with Franulovic.





of the 50 years Woodstock has sponsored a national tournament. And the benefits, to both the families and players, are considerable. To point out the obvious, players are provided hometown friendship and familiarity and the warmth and comforts of home including transportation. Sponsor families are reciprocated with the friendship and experiences of great tennis makers.

The full privileges of the Woodstock Club are extended to the guest players. Plus, trips to the Speedway, art museum and golf courses are provided for those interested. Two parties also feted the tournament and its players.

The city of Indianapolis may move to the sound of high-pitched racing engines most of the year, but for one week in August, the sounds of tennis claim the international sporting spotlight.



Also ranked number one, Billie Jean King proved the validity of that coveted position by defeating little Linda Tuero, the defending women's singles champ. Last year 20-year-old Linda captured the Clay Courts crown in her first year as a professional, a feat rarely accomplished. In the women's singles finals, however, 27-year-old Billie Jean demonstrated that, in tennis anyway, experience can make the difference.

The world's top-seeded men and women participated in this year's event. Half of the 64 men and 32 women participants represented foreign countries. They all were housed and entertained by Indianapolis families who avidly support the game and, in many cases, whose children are aspiring young players. This "family plan" arrangement has been followed in Indianapolis for all



"BREAKTHROUGH" FOR HOUSING

by Sally Newhouse

Editor

Indiana must play "catch-up"—catch-up with its housing needs by meeting the housing demand.

The housing crisis is not Indiana's problem alone. The crisis reaches across all of America striking severely upon the inhabitants of the inner cities and rural regions.

Two years ago, George Romney, Secretary of Housing and Urban Development, spawned the efforts to experiment with mass produced housing units built to federal specifications. The experiment was pinned "Operation Breakthrough" and of the 218 applicants to be test cities, Indianapolis and eight other urban centers were accepted.

The "Breakthrough" project is a national program, the first set up expressly to provide "housing through modern technology," was put forward in the report "Indiana: Housing Development Systems." The report, conducted by the Division of Planning of the Department of Commerce, explains that Operation Breakthrough's "aim is to create a national capacity for developing high volume, rapid delivery housing systems of improved environmental quality at costs that will bring them within the reach of all families."

Uniquely also, this project affords state government the chance to participate integrally in the planning future of the state, specifically the housing/environment future. The public and private sectors, local/state/federal government—all will, *must*, contribute consistently to in-

sure the success of Operation Breakthrough.

Governor Edgar Whitcomb has designated the Division of Planning as the state Breakthrough agency, which is to say the Planning Division provides builders, sponsors, and developers with complete information about the project and works to coordinate this with various aspects of the project.

It has been projected that the next two decades will need 565,000 new units, either newly built or rehabilitated. Operation Breakthrough is dedicated to creating housing in large volume at low cost according to quality standards. Sound management and available markets must be certainties of the project. The Division of Planning has pledged its fullest cooperation to all those concerns of the experiment.

Twenty-two complete housing systems were accepted as models to be used in the experiment, 22 out of 236.

On each of the nine sites, examples of each housing system variety are being constructed as befits each location. Such factors as the topography, location, income group will determine the type and style of housing system to be built. The study reports "these prototype developments are intended as a visual demonstration of each selected Breakthrough housing system. In addition, the housing systems will be tested at the sites, and off-site also if required, as a part of an overall Breakthrough testing, evaluation, and



certification program. The prototype developments will also illustrate how creative site planning can contribute to better living environments."

Indianapolis "Breakthrough" site is located west of the city on 120 acres of largely vacant land. According to the Breakthrough report, "there are no plans for low-income or subsidized housing on the Indianapolis site; purchase prices for the units will range from \$16,000 - \$30,000." All units at this site will sell, not rent. Construction has begun and the entire site is expected to be completed by mid-1972.

The study on Operation Breakthrough names the several factors that contribute to the inability to meet current and projected housing needs. "These factors include limited availability and high cost of land, labor, money and materials, obsolete housing and building codes; improper zoning and unrealistic restrictive land use patterns; federal processing delays; patterns of discrimination and inadequate housing production capability itself.

Presently, steps have been, and are being, taken to remove constraints on large-scale housing production and marketing—constraints like diversified local building codes, restrictive land use regulations, and rigid labor requirements.

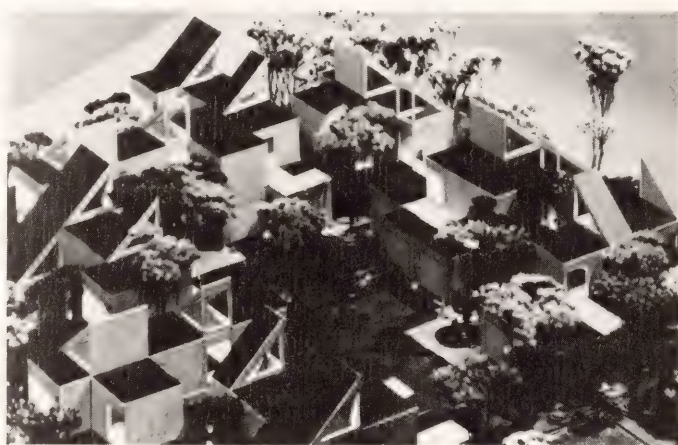
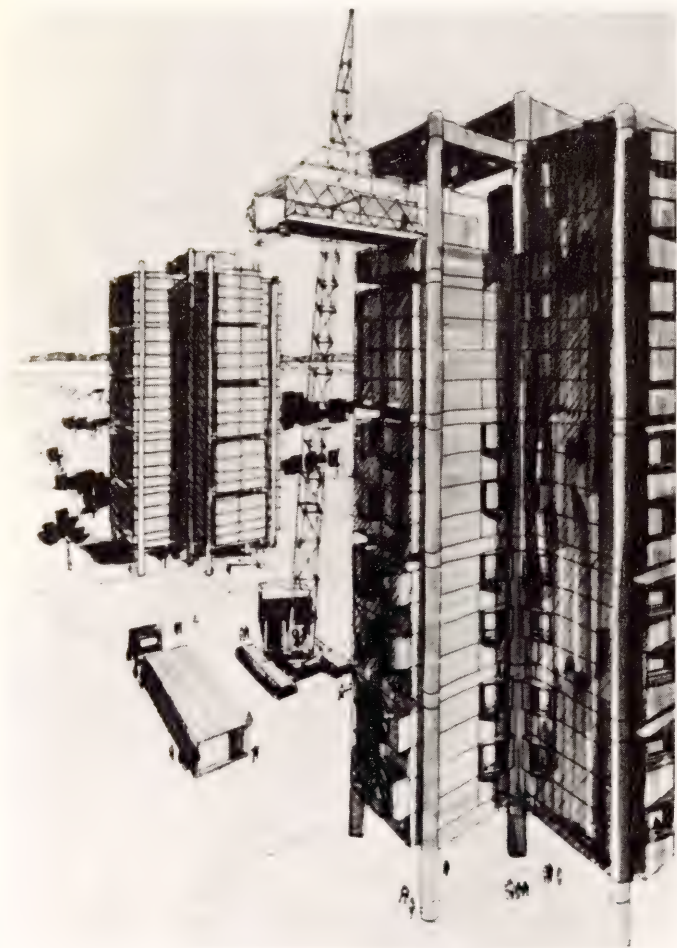
The 1971 session of the legislature passed a major

breakthrough for success of industrialized housing in Indiana. Legislators passed the Certification of Industrialized Housing Bill which means that once a given unit has passed the performance tests (such as fire, stress strength, etc.) the unit may be used any place in Indiana. Another noticeable change in favor of the Breakthrough project is the willingness of local governments to "bend" local building codes. This means local communities are willing to accept units for their performance rather than indicating that they be built according to rigid specifications, thereby making it possible for a producer to market his housing units throughout in the state.

The study from which this report was largely taken was prepared expressly to encourage and help developers and sponsors in the development of communities utilizing industrialized housing systems. The Federal Housing Act of 1968 has part of its funds earmarked to support Operation Breakthrough for fiscal years 1971 and '72. Funds from this allocation are available to developers/sponsors in Indiana. If Indiana does not use the funds, others will.

For information about, or assistance with, Operation Breakthrough applications, please write:

State Division of Planning
732 Illinois Building
Indianapolis, Indiana 46204



On this page, the preceding one, and inside front cover are examples of industrial housing units being built on the Operation Breakthrough site in Indianapolis.

Until 1947—but still alive

by Paul W. Barada

Sentiment is often the prime motivator in many of the things that people do. Take the annual reunion of the Pioneer Engineer's Club of Indiana for example.

Sentiment usually takes the form of keepsakes which can include such things as coins, buttons, pictures or baby shoes. Some people also preserve antique autos for sentimental reasons. But imagine keeping over 16 tons of cast iron and steel for the sake of sentiment. That's exactly what has happened, however, and each year Rushville is the site for the annual reunion of these clanking monsters from our agrarian past.

Take the example of Rolly Draut. For several years now, Rolly Draut of Lawrenceburg has brought his Peerless, 22 horse power, double cylinder, steam engine to the Rushville reunion. "My Dad bought this Peerless back in 1913, and I more or less grew up with it," said Mr. Draut.

"We used this old steam engine for threshing up until 1947," Mr. Draut continued. "It wasn't used for anything after that, and it was finally decided to sell it for scrap. I just couldn't let that happen. Selling the Peerless would have been like selling a member of the family."

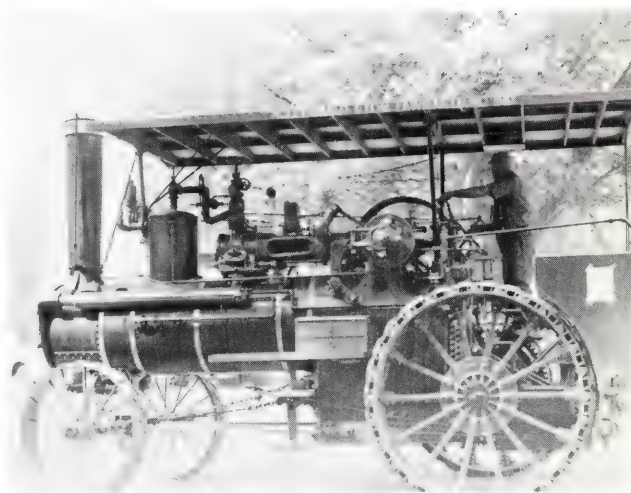
Steam engines and threshing machines were used on many farms throughout the midwest during the transitional period between the horse and the practical development of the internal combustion engine for farm use. They were also used as a source of power for saw mills. Some few engines are still being used for this purpose at a small number of mills today.

The versatility of the steam engine in farming and in the lumber business was due to the "fly wheel," which converted the steam pressure into usable energy. One end of a large belt was looped around the engine's fly wheel, (see pictures), and the other end was looped around a smaller wheel on the piece of equipment that needed the power to operate. The steam pressure turned the engine's fly wheel which then caused the smaller wheel to revolve. Simply stated, this is the way that threshers and other equipment were run by steam, thus eliminating the need for back-breaking manual labor.

In many ways a steam engine resembles an old-time locomotive, except for the small wheels in front for steering and the over-sized tractor-type wheels in the rear. The cab is full of cranks, levers, knobs, whistles and pressure gauges. All of which, when properly employed, propel the engine and its occupants along at, what can best be described as, a crawl.

Nevertheless, the steam engine has served its purpose well. This is attested to by the number of them that return to Rushville each August. Annually, this Thresherman's weekend will draw between 15,000 and 20,000.

"Dad paid \$2,250 for this engine new, and I guess I've spent close to \$3,000 to restore it," Mr. Draut concluded. That's a lot of money for sentiment, but those old engines are an important link to our recent past. Yet no matter how far we progress or how sophisticated our technology may become, there will still be room for sentiment and steam engines. To quote Rolly Draut, "I wouldn't take anything for this old friend."



Anti-Trust Enforcement, Consumer Protection

by Sonya Saunders

Director, Office of Consumer affairs

The Federal Trade Commission (FTC) has two main functions: to enforce anti-trust laws and provide consumer protection. The Commission's authority comes from the Clayton Act dealing in anti-trust mergers and acquisitions, and the Federal Trade Commission Act which states that "unfair methods of competition in commerce, and unfair or deceptive acts or practices in commerce, are hereby declared unlawful." Commissioners also enforce about 10 other statutes, such as the Wool Product Labeling Act, Flammable Act, Truth-in-Lending Act and the new Fair Credit Reporting Act.

Three requirements must be met before the Commission can intervene in trade: 1) the situation must concern a statute the Commission enforces, 2) it must deal in interstate commerce, and 3) it must involve widespread public interest.

The FTC is composed of two major bureaus: the Bureau of Competition which deals with anti-trust matters, and the Bureau of Consumer Protection. The latter Bureau includes consumer education, food and drug advertising, general litigation, industrial guidance, scientific operation, textiles and furs and special projects.

To determine if a deceptive practice has been committed, the commission has guides available to anyone interested. These guides are not laws but an example of how the law is used. The guides range from the labeling, advertising and sale of wigs and other hairpieces to debt collection and deception.

The Federal Trade Commission began in 1915 when President Wilson appointed five Commissioners to this new Independent Regulatory Agency. Today the FTC has eleven Regional Offices; and the office closest to Indiana is in Chicago, Ill. The total budget for this Commission is a mere \$25 million, an amount exceeded by many single owned advertising agencies and is not as overwhelming an amount as it may seem when the Commission's tasks are considered.

This year the Commission has filed 318 formal complaints for investigations. They filed 33 complaints in the area of anti-trust, a 37% increase over 1970. And 208 complaints were filed by the Bureau of Consumer Protection.

Investigations are triggered through complaints by competitors, or consumers, through a business' own violation of a statute or by Congressional request.

Recently regulations governing the use of "CENTS OFF," "INTRODUCTORY OFFER" and "ECONOMY SIZE" claims on labels and packages of non-food household commodities have been set by the FTC. (The Food and Drug Administration simultaneously issued regulations on consumer food items.)

Both sets of rules become effective on Dec. 31, 1971, except for the filing of valid objections by adversely affected packagers and labelers.

These "regulating trade" rules define the terms and set standard procedures to be followed by the manufacturers dealing in these areas. They also relieve some of the confusion caused by unclear "cents off" sales, "year old" introductory offers and "non-existing" economy sizes.

Should you wish to contact the FTC with regard to a deceptive sales practice, do so in writing. Give all the facts you have on your case. The FTC will then take your letter and see if the law has been violated. If it has, your letter will be placed in a confidential file, and the FTC will proceed in its own name. (Your identity will be protected, and you will be kept advised of action taken.)

Keep in mind they do not get involved in a private controversy. In this case consult with your local or state government agency, the Consumer Protection Division in the Department of Commerce, or a private attorney.

Consider these suggestions when shopping or when you think you have been deceived:

- 1) Shop around before you buy that "amazing" bargain.
- 2) Bring your complaint to the attention of the seller.
- 3) Report false advertising to the media using it.
- 4) Report the deception to the organization concerned with better business standards.
- 5) Report the deception to your city, county, or state government agency.
- 6) If you feel the problem falls under the jurisdiction of the FTC contact the Washington office or one of the field offices.

(cont'd on p. 17)

SWISS WINE FESTIVAL



by Debbie Tower

Vevey, Switzerland has a counterpart in Vevay, Indiana—evidenced not only in its people but also in its physical surroundings and former wine producing industry. Before Indiana became a state, a group of French-Swiss had made that town in southeastern Indiana their home, naming it Vevay because of its resemblance to the Switzerland village.

Bordered on the north by a rugged hillside and on the south by the Ohio River, the French-Swiss settlement was at one time in the 19th century a major producer of wine. Many prominent statesmen and national figures, including Kentucky's Henry Clay, purchased bottles of wine made from Vevay vineyards. Although the community's northern hillside offered the ideal location for planting vineyards, New York and California eventually superseded the small town in the wine producing industry by making larger quantities available to more people.

But Vevay's fame, both pre and post-Civil War, is not forgotten by its historically minded citizenry. An outgrowth of the community's sesquicentennial celebration in 1963, the **Swiss Wine Festival** relives in both spirit and costume the traditions of the town's early settlers.

The first festival was held in 1968. It has become an annual event through the entire town's interest and combined talents.

Nearly a full year's preparation is required to make the festival a success. A five-member board of directors is appointed and from them a chairman is selected. Individual responsibilities are assigned and committees are formed to coordinate all the varied activities that take place during the three and a half day event. Then after one year's festival is over, the subsequent four weeks are

spent evaluating the affair to determine what revisions and additions are necessary. Consequently, each festival improves with age as nearly 50,000 Hoosiers and visitors from 40 states and five foreign countries can testify.

This year's Swiss Wine Festival began on Thursday, August 12, with the Edelweiss Princess Contest. The princess and her court were crowned that evening and began their reign over the festivities.

On Friday, Saturday, and Sunday visitors enjoyed the flea market, the arts and crafts exhibit (that draws art and antique collectors throughout the country), and the street fair. Musical entertainment was provided by a Bavarian band from Ohio and a group of local singers.

Almost all activities were Swiss-oriented. Prizes were awarded for a variety of best costumes, including the largest family in costume and the youngest and oldest costumed persons.

Among the favorite contests were the yodeling competition, the grape stomp, and steintossen (stone-tossing). Each day activities began around mid-morning and continued until well after midnight with a ski show and boat parade, riverboat excursions, historical tours, and square dancing in the streets. Afternoon and evening wining, dining, and dancing were enjoyed by many at the Swiss Wine Garden in the festival area.

The connoisseur of excellent wine is not the only person who finds Vevay's Swiss Wine Festival appealing. It attracts both youngsters and adults whose fascination with early American history and culture is satisfied not by in-depth research but by a long weekend of entertainment. *Kommen Sie bitte zum Vevay im Summer '72 und haben Sie sich eine gute Zeit*—come to Vevay in the summer of '72 and have a good time.

OTHER COMMERCE NEWS

Advertising For Fall

To promote fall vacations for both Hoosiers and out-of-staters, the Department of Commerce has launched this year's fall advertising campaign. Its theme is "Fall for Indiana this Fall." Through advertisements in newspapers, *T.V. Guide*, and 30 second spots on television, tourists are advised about Indiana's potential as a vacationland.

Michael Organ, who supervises the project, noted that emphasis is placed this year on television as a means of contacting tourists. The spots will be shown statewide and in Illinois, Michigan, Ohio, and Kentucky between 7:30 and 9:30 on Thursday, Friday, and Saturday evenings. They will begin on September 15 and run through October 10.

Tourism Division staff members are used in the advertisement which begins with a family walking along a hilltop at sunset. In 30 seconds they walk from the left of the television screen to the right while slow motion sequences of their activities during the weekend are shown. Musical background was composed especially for the commercial.

Beginning on September 19 and continuing for the next two weeks, a full page black and white advertisement will appear in *T.V. Guide*. It features a sunset scene headlined with "Our Vacation Vs. Their Vacation." The advertisement suggests that vacationing in Indiana will bring all the good times to be had in other regions and resorts for less expense. The Tourism Division's address is included for questions and requests for literature from interested persons.

Chicago area newspapers will carry the same advertisement that appears in *T.V. Guide* on September 19 and 26 and again on October 3.

Inside the Department

Sonya Saunders of the Office of Consumer Affairs spoke to the Magnavox National Field Engineers in Ft. Wayne on August 23. Her topic was the current trends of consumers.

On August 25 in Indianapolis she spoke to a summer workshop group comprised of about 80 youngsters and 15 inner city residents. She advised the group about "shopping tips when buying back to school clothes."

Miss Saunders attended the Hazardous Substance Workshop at Indiana University on September 2 and 3. The meeting was sponsored by the State Board of Health.

At the Shelby County Consumer Fair on September 11, Miss Saunders distributed general consumer literature to interested persons.

On September 16 she explained the functions of the Office of Consumer Affairs to the Indianapolis Republican Women's Club. Miss Saunders has a similar speaking engagement with a businesswomen's group in Anderson on September 21.

V. Basil Kafiris, director of the International Trade and Economic Research Divisions, attended a meeting on August 12 at the Chicago field office, U.S. Department of Commerce.

On August 10 **Jane Blankenship** of the International Trade Division attended an international trade seminar at the Chicago field office of the U.S. Department of Commerce.

Linda Jester, assistant director of the Tourism Division, spent August 6 in Valparaiso to tape a radio interview about the functions of the division. She also met with the Valparaiso Chamber of Commerce manager and toured the city.

Technical Services (cont'd)

The rationale behind the establishment of the ARAC program of information services is that technology, if used, can accelerate the quality of life far beyond the present standard of living. To forward the inventiveness and potential of modern technology, however, the would-be user must first learn about the technological advances. Thus, ARAC.

In addition to the well-established ARAC program, the Indiana University School of Business in cooperation with the Indiana Department of Commerce, is currently developing for Indiana business the Information Retrieval System. Information, once the system is completely funded and the retrieval bank's memory fully stored, will be readily available to businessmen by direct dialing to the data bank. This retrieval system will store quick answers to questions about a given community's population, per capita income, commercial services, transportation requirements—literally all the background needed for business expansion or community development. This project, too, is part of the State Technical Services program.

The State Technical Services program's sole purpose is to serve Indiana business and industry with technical information. The programs at Indiana University are a very integral part of the system.

FTC (cont'd)

The FTC has published an informative series entitled "FTC Buyer's Guide". The series includes information on "Mail Order Insurance," "Unordered Merchandise," "Risks in Raising Chinchillas," "Look for That Label," and "Don't Be Duped."

Copies may be obtained by writing:

Legal and Public Records Division
Federal Trade Commission
Washington, D.C. 20580

"He Lived For Others"

by Debbie Tower

Northern Indiana first saw that strangely dressed, long-haired, slender man with an untrimmed beard in 1838. Then unknown to most west of Ohio, the man's mission was to spread the teachings and beliefs of Emanuel Swedenborg, an 18th century philosopher and theologian, and to plant apple seeds. The man's name was Jonathan Chapman and his vocation, orchardist.

The 26th of this month celebrates the 197th anniversary of the birth of John Chapman who was nicknamed the "apple seed man" and later **"Johnny Appleseed."** Through his efforts pioneers in Pennsylvania, Ohio, and Indiana were provided with apple orchards many times reaching maturity before settlements were established.



"JOHNNY APPLESEED."

A unique man, Chapman was deeply religious and practiced his beliefs each day of his life. He was a follower of Swedenborg and felt that a humble and simple existence would be rewarded in a future life. Dressed in a coffee sack with slits cut for his head and arms, Chapman went barefoot throughout each season, even winter, and wore a tin plate (that he used for cooking) as a hat. Observing a vegetarian diet, he refused fish and meat, believing firmly it was wrong to kill for food.

Beginning in Pennsylvania, Chapman traveled along rivers and their tributaries planting apple seeds in the fertile land as he went and enclosing the trees with a fence. Each year he returned to care for his nurseries. He first appeared in Ohio in 1801 and later moved into Indiana.

During most of his travels, Chapman refused lodging in settlers' homes preferring to sleep in forests close to the wildlife and natural surroundings he loved. He would, however, visit pioneers and bring gifts for the children and news for adults. He was welcomed by everyone and usually closed his visits by reading from the Bible with the family. It was not unusual for him to tear pages from the Bible he always carried and leave them with each family he met. In later visits he would redistribute pages to circulate the teachings of the Swedenborgian faith.

Stories of Chapman's kindness and love for animals are still recounted. Reportedly the only living creature he ever intentionally killed was a rattlesnake that bit him while he was working in an orchard. Instinctively he swung around and hit the snake with a scythe he was carrying. It is said he regretted the incident until he died.

Chapman's favorite animal was the horse. Numerous times he purchased old or overworked horses and sold them to farmers in return for their promise of good treatment for the animals.

Wildlife seemed instinctively to recognize Chapman's concern and fondness for them. Where pioneers were forced to carry rifles and knives and wear high-top leather boots for protection, Chapman could walk untouched carrying no weapons and wearing no shoes.

Although to some it seems unlikely, Johnny Appleseed was real. His intense devotion to his apple orchards and fellow man marks him as an eccentric but remarkable humanitarian. His death in March of 1845 of pneumonia contracted from a 20 mile hike to repair a fence surrounding one of his Ft. Wayne orchards was mourned by settlers in Indiana, Ohio, Pennsylvania, and Massachusetts.

Even today Johnny Appleseed is not forgotten. Many of his apple trees still stand as evidence that "The good that men do lives after them."

John Chapman is buried in the Archer Grave Yard on the northern edge of Ft. Wayne.





COMMERCE AND INDIANA
Indiana Department of Commerce
336 State House, Indianapolis, Ind. 46204

Address Correction Requested

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INDIANAPOLIS, INDIANA 46204

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prompt delivery of the next issue.



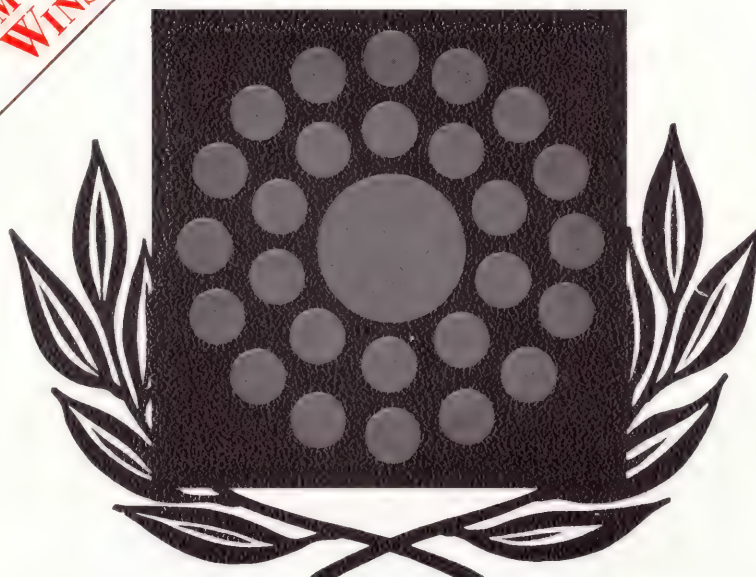
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DISCOVER AMERICA AWARD COMPETITION

Designed to recognize and reward excellence,
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the field of travel

DISCOVER AMERICA TRAVEL ORGANIZATIONS

75 STATE, FEDERAL & INDEPENDENT AGENCIES
PROTECTING THE RIGHTS OF THE CONSUMER

**CONSUMER
GOVERNMENT
INFORMATION
HANDBOOK**



Office Of Consumer Affairs
Lt. Gov. Richard E. Folz
Department of Commerce
State Of Indiana

The "Consumer Government Information Handbook" has been compiled to provide consumers easy access to agencies that can help them. For convenience the handbook is divided into three sections: State Agencies, Independent State Agencies, and Federal Agencies. These agencies exist to serve the consumer. Suggestions on who consumers can complain effectively, the first step toward their problem-solving, are also listed. These handbooks are available free upon request. Just write to:

*Office of Consumer Affairs
386 Statehouse
Indianapolis, Indiana 46204*

Commerce and INDIANA

OCTOBER 1971

Commerce and INDIANA is a monthly publication of the Indiana Department of Commerce.

336 State House

Indianapolis, Indiana 46204

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COVER PHOTO

Tourism Division wins National Award.

PHOTO THIS PAGE

Example of consumer information available from Office of Consumer Affairs, Department of Commerce. (p. 12)

INSIDE BACK COVER PHOTO

The dome of the Statehouse—both sides

PHOTO CREDITS

*Photo on page 3 Del Ankers Photographers
Photo on page 4 Lafayette Courier and Journal
Drawings on pages 9, 10, 11 Irwin Union Bank
All Others..... Indiana Department of Commerce*

"Winner and First Place"

Indiana's Tourist Division is the winner!

The distinction was made by the Discover America Travel Organizations, Inc. a non-profit agency to promote travel in the United States. Only four states' tourism divisions were named as winners, one for each category. Categories for competition were decided according to annual budgets spent on tourist promotion. Indiana was competing in the category \$300,000-500,000 annual state budget for tourist promotion.

Perhaps the unique distinction for the state Tourist Division and the State of Indiana is that the Division was competing against all states and federal agencies with a budget similar to Indiana's.

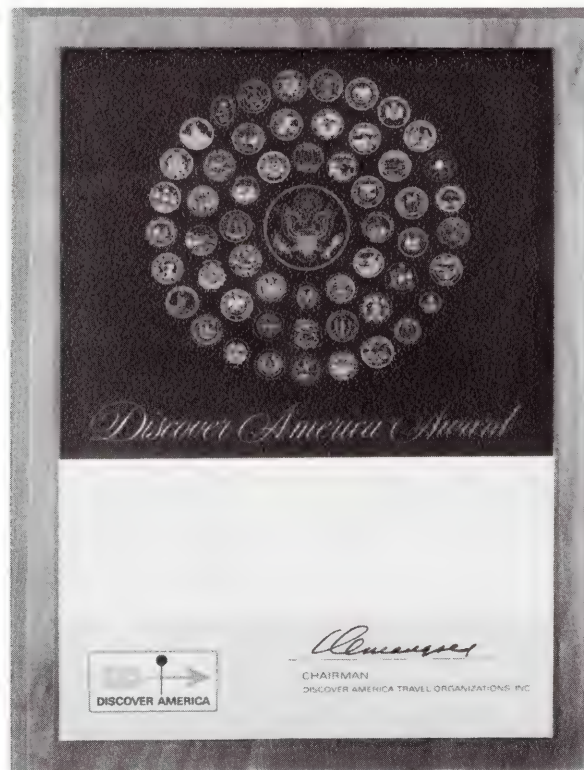
The presentation was made in Atlanta, Georgia, at the end of a four day DATO conference, the third annual U.S. Travel Industry Conference. At the presentation the Tourism Division was commended for its entire tourist program carried out under the theme, "Indiana, the Center of Things." Specifically mentioned were the division's fall and spring advertising campaigns, its float and appearances around the state, its tourist literature, including the series of interstate side tour guides, and the Traveling Tourist Information Center Program that employs college students for the summer to promote Indiana to visitors—"all of which blend purposefully to establish an outstanding state tourism program," stated the presiding

DATO official at the conference.

The Division's winning entry was a scrapbook comprised of one page summaries of each of the division's projects for the past twelve months. Program objectives, execution and strategy involved, money spent, and results and conclusions were outlined and illustrated with photographs and samples of the brochures discussed.

The main responsibility of Discover America Travel Organizations, Inc. in Washington D.C. is to encourage travel throughout the United States. Toward this goal, DATO, whose membership consists of all states' tourist departments and many travel-oriented businesses and organizations, initiates projects to involve each of the 50 states.

The annual Travel Industry conference in Atlanta was one such program. Groups and states belonging to DATO sent delegates who met in seminars, workshops, and committees to discuss methods and new idea for tourism promotion. Their efforts over the past year to encourage travel in their areas were judged by DATO and presentations were made to seventeen organizations and states at the Annual Awards Banquet. An individual and organization contributing the most toward travel in the United States were both specially recognized and received the Golden Horseshoe Award and DATO-Outdoor Life Golden Hunting Horn Award, respectively.



THE AWARD

THE RAILROAD COMEBACK



by Bill Watt

Director, Division of Public Information



Amtrak is edging forward cautiously, because it hasn't yet established its direction. But *America's new rail passenger system* is showing signs of reviving the skeleton of railroad service it pledged to maintain.

The decline of the nation's rail passenger system needs little recounting at this point. The popularity of rail travel ebbed as the automobile snared a larger portion of America's transportation dollar—both public and

private. Dingy coaches of recent years destroyed pleasant memories of earlier times.

The National Railroad Passenger Corporation inherited this marketing expert's nightmare on May 1. Even the Amtrak trademark didn't excite some people. To railroad buffs, it lacked the luster of the exotic names of historic lines and trains; to the uninitiated, Amtrak sounded more like an Army designation for a World War II amphibious vehicle.

Amtrak's executives are employing established techniques of management and public relations to upgrade service and put a fresh coat of wax on the image.

But they're toying around with technology in an effort to explore alternatives for developing the eventual shape of the system.

Hoosiers got a glimpse of one of them during the Labor Day weekend—the turbine-powered Turbotrain which caught unexpected attention during its jaunt between Chicago and Cincinnati.

Terminals at Lafayette, Indianapolis and Greensburg, where the train made extended stops, were jammed. Crowd estimates at Union Station in Indianapolis ranged as high as 4,000.

In dozens of small towns, hamlets and rural crossings, clusters of people of all ages tried the tracks and waved at the engineers. Air travelers might feel at home in the Turbotrain, which features a selection of stereo music through individual earphones, "in flight" motion pictures and comfortable surroundings. Built by United Aircraft, the unit is designed to make high-speed runs over short- to moderate-length distances.

This equipment currently is in experimental use on Amtrak's Boston to New York run. The electric-powered "metroliner" ranging between New York and Washington, also has attracted favorable attention—and passengers.

There has been speculation already regarding how soon Turbotrain-type service might be inaugurated between Chicago, Indianapolis and Cincinnati. There are problems galore, however, and Amtrak officials aren't ready to take the plunge.

The Turbotrain offers a comfortable ride at high speed. But track and roadbed conditions on almost all American lines currently aren't in shape for 100 mile-an-hour-plus runs. Its suspension system, built for rapid negotiation of curves, doesn't have the same effect below about 60 m.p.h.

Seasoned rail travelers will recall the almost pleasant sideways rocking chair motion of a traditional coach as a train gathers speed. At forced low speeds on the Chicago-Cincinnati run, the Turbotrain lurched, and occasionally jarred passengers.

Better road conditions would solve this problem. But who will pay?

Edwin F. Edel, Amtrak's vice-president for public-relations, said the system will lose between \$110-\$130

million during its first year of operation. Furthermore, Amtrak runs the trains but rail companies own the tracks.

"In order to have fast trains, we must have better track and better roadbed," he commented. "Where will we make the improvements to put these trains in service, and do we want to pump public money into private enterprise?"

For the time being, at least, new transportation techniques will remain on the back burner.

"We cherry-picked the best 1,200 passenger vehicles from an available national fleet of 3,000 owned by the railroads," Edel said. "This will get us through the period of time we need to make decisions about eventual service goals and then obtain the new equipment. The lead time on building a Turbotrain, for example, would be two or three years."

"Before we can make plans such as these, we must have a national commitment to give rails a greater share of transportation expenditures."

(In September, the Transportation Department recommended that \$1 billion be allocated for upgrading transportation services in the heavily-populated "Northeast Corridor" from New Hampshire to Virginia. Some \$460 million of the total would be earmarked for providing rail improvements to permit two-hour service between New York and Washington, with frequent enough departures so that reservations wouldn't be needed.)

Amtrak's immediate aims, in Edel's words, are: "We want the trains to run clean, on time, and with courteous service."

That sums up the major passenger gripes Amtrak officials sifted from spot checks of rail users.

By tying the schedules of most railroads together, Amtrak now can provide connecting service with a reasonable guarantee that connections will be made.

By comparison with other states, Indiana is well-served under the trimmed-down system, which represents the most promising routes operated by individual rail companies Amtrak entered agreements with. The following breakdown was obtained from the Amtrak July 12 system timetable:

Daily service to Indianapolis is provided by three sets of trains.

The former James Whitcomb Riley runs between Chicago and Cincinnati each day in both directions, with Indiana stops at Indianapolis and Lafayette.

The former Spirit of St. Louis connects New York and Pittsburgh to St. Louis and Kansas City, with Indiana

stops at Richmond, Indianapolis and Terre Haute. (To give an idea of travel time, the westbound train leaves New York at 4:55 p.m. (EDT), arrives in Indianapolis at 9:15 a.m. (EST) the following morning, and arrives in Kansas City at 7:55 (CDT) that evening.)

The former Southwind runs daily each way from Chicago to Miami by way of Lafayette, Indianapolis and Louisville, Ky.

(The southbound Southwind leaves Chicago at 8:30 a.m. (CDT), reaches Indianapolis at 12:25 p.m. (EST) and arrives in Miami the following evening at 7:55 (EDT).)

Trains 68-69 connect New York and Chicago daily by way of Buffalo, Cleveland and Toledo. The trains will stop at South Bend and Elkhart to discharge passengers westbound or receive passengers eastbound.

Trains 48-49 range daily between New York and Chicago by way of Pittsburgh and Fort Wayne. Fort Wayne is a scheduled stop and the train will make an additional Indiana stop at Gary to discharge passengers on the westbound run or receive them on the eastbound leg.

In a recent article, the Indianapolis News quoted a conductor as saying the number of passengers on the Riley has more than doubled since Amtrak took over and the famed train now carries four coaches, a sleeper car and diner, compared with one or two coaches, the average just before May 1.

The same pattern prevails on the Southwind, the story said.

Edel said, generally speaking, the best operations before May 1 still are maintaining traffic, although the corporation hasn't reported passenger statistics yet.

"The long hauls are the tough ones," he commented.

The system is gearing up for additional improvements.

"We are moving toward a national ticketing, reservation and information system and Chicago will be the first center of this type, he said. "We are preparing a national advertising campaign to convey the message that the trains are still running and service is improving."

He noted that the fare structure is still far too complicated and must be simplified. In addition, officials are working to upgrade food service, while dropping prices.

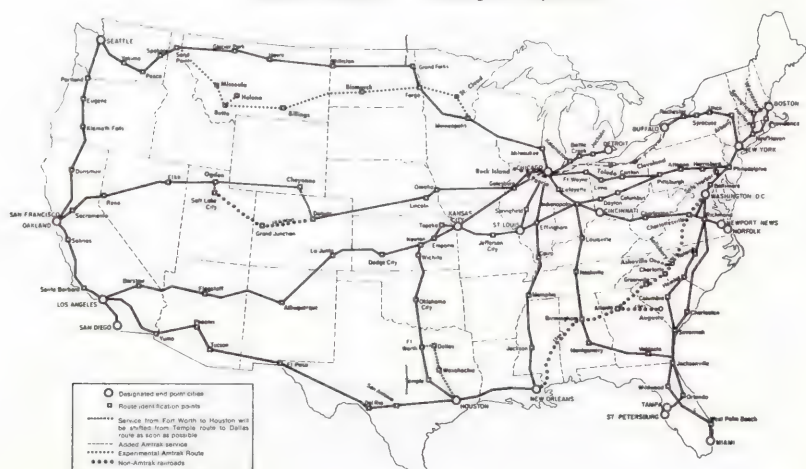
Edel said the food situation had been "awful."

"Right now, our whole program is directed toward making it easier to ride the train."

The Amtrak System

INTERCITY RAILROAD PASSENGER ROUTES

National Railroad Passenger Corporation



More To Give Industry

by Dan Manion

Director, Industrial Development Division

Possibly the most prized possessions in the Industrial Development Division are the names of companies that are actively seeking new plant sites. Nearly everyone who contacts our office wants the name of or wants to get directly in touch with one or more of the prospects. Because the company usually requests confidentiality, we can't release its name, and we simply use a code number as a reference.

One reason that the names of these "hot prospects" are so valuable is because they are *scarce*. Most communities in Indiana and other states want to improve their economy by adding new industry. But the industries that want to expand or relocate are relatively few in number.

For some of these prospects contacting our office is part of their routine procedure. Many others however, who may be thinking of expansion, aren't sure where to look or whom to contact. It is these company representatives whose attention we want Indiana to attract. So, as would any company seeking customers, we advertise.

But getting our message to them is not a simple procedure. Competition among States, as well as other industrial development agencies (i.e., larger communities, utilities, railroads) is keen. The large amount of advertising in the various business publications bears this out. As a result, it is difficult for any state to stand out in such a crowd. For example, although Indiana is in the middle of all of the major markets, (and thus a prime location for industry) San Francisco, Boston and New Orleans make the same assertion, thus making our legitimate claim go unnoticed. And although Indiana has a superb transportation network of railroads and highways, Wyoming, West Virginia and it seems, everyone else make similar claims. The same goes for labor, resources, education and community living—everyone seems to say the same thing.

Beginning this Fall, the Industrial Development Division will begin a new advertising campaign to entice these elusive prospects to Indiana. To separate ourselves from the crowd, we decided to say something different. Look

in the next issue of "Dun's Review," "Forbes" or "the Wall Street Journal." You may be surprised to note that Indiana is "a long skinny state south of Nebraska famous for its magnolia trees" or that Indiana is "similar to Iowa, Illinois or a corned beef on white bread." We even ask any reader to write down all that they know about Indiana, then leave one line for their answer.

Hopefully, this unorthodox approach will not only catch the reader's eye, but will also cause him to read the rest of the ad, where we emphasize that we don't have the choking smog and congestion of a New York city or Los Angeles. We also describe the beauty of a small community, and the advantages of having culture combined with nature. Here, too, we include some hard facts and statistics which prove our state to be a top industrial location.

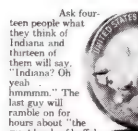
In short, we tell a joke in order to get those businessmen to read more. We hope the rest of the copy convinces them that an Indiana expansion really is a solution to some of the problems that presently plague them, wherever they are.

An example of one of our ads is on the opposite page. Watch for the others in "Dun's Review," "Forbes," "Fortune," "Area Development," "A.I.P.R.," "Indiana Business & Industry," "Nation's Business," "Scientific American," "Industrial Research," "Wall Street Journal" and "Harvard Business Review." These publications are read by the top businessmen in the country, including, we hope, those who are looking for a new plant location.

Perhaps our ads will backfire. Maybe some uninformed reader will really believe that Indiana is 500 miles from nowhere; or for the first time he will realize that we have no more Buffalo herds or wild Indians.

But while we really are asking people to discover Indiana, it is only to inform them of the things we always knew but that they never took time to find out. This series should show them that Indiana is a lot more than they expected. (*see next page*)

The only Buffalo left in Indiana.



Ask fourteen people what they think of Indiana and thirteen of them will say, "Indiana? Oh yeah. Hmmm." The last guy will ramble on for hours about "the great herds of buffalo roaming the grassy plains somewhere out there in the vast wasteland."

The time has come for us to face the facts. Most people don't know what to think about us. So, starting now, we're going to bust the rumor that Buffalo Bill Cody is alive and well in Indiana.

Indiana lives, the myth is broken. You may find that statement a little hard to swallow, but it's true. We have the theatre, the opera, the symphony, and the art museums you'll find in New York. We even have the beaches, the parks, the fun, and the sunshine you'll find in California.

What we have isn't nearly as important as what we don't have. Other states will tell you Indiana doesn't have everything they have. And they're right. We don't have commuters summed on trains for a ninety-minute ride home. We don't have to drive fifty miles to find a

park where we won't get mugged. And we haven't abolished

our kids because the air outside is choked with pollution. We think it's nice not to have these things. You might say, living in Indiana gives us breathing room.

Moving your plant to Indiana doesn't have to be a compromise. Marvelous, you say. I'd like to live where I can stretch my legs without stepping on someone's toes. But I don't want to go bankrupt doing it. You don't have to. Industry is thriving in Indiana. Our lifestyle keeps people happy. Which means they work harder, and produce more. And once your product is finished, you can get it to market quickly here, or economically.

So, what are you waiting for? We don't believe this ad alone will make you move to Indiana, but we hope it has stirred up your interest. We've got a lot more reasons why Indiana is a lot more than you expected.

Indiana Department of Commerce
Lt. Gov. Richard E. Folz, Director
Room 336, State House
Indianapolis, Indiana 46204



Indiana
...a lot more than you expected

Indiana... a long skinny state south of Nebraska famous for its Magnolia trees.

There are some pretty funny notions going around about Indiana these days. Largely stemming from the fact that most people really don't know where we are or what we do. Perhaps we haven't given anyone a reason to show some interest. But, starting now, we're out to put Indiana on the map. No longer will we be known as the long skinny state south of Nebraska famous for its magnolia trees.

What we are. Almost anything you want us to be. Fishing, sailing, camping, hiking, swimming, skiing, or just soaking up the sun at a Big Ten football game. All that and more. You can do your own thing. At the symphony, the theatre, the art museum, whatever. We enjoy life in Indiana. We think that's pretty important.

What we aren't. We aren't seven-teen people fighting for the same seat on a slow moving commuter. We aren't gogged every time we get the tub at a restaurant. We aren't smothered by layers of smog and pollution. And we aren't

afraid to walk the streets alone at night. What we don't have is every bit as important as what we do have.

At last, the best of both worlds. Industry lives in Indiana, too. You don't have to sacrifice anything to move your plant to Indiana. You'll be closer to a storehouse of raw materials. Yet, you can still get your products to market quickly and economically. We have miles of interstate and two deep water ocean links just waiting to prove our point. But our people are the real reason for the bright profit potential here. They're happy where they work, because they're happy where they live. Which all means

phony, the theatre, the art museum, whatever. We enjoy life in Indiana. We think that's pretty important.



Indiana
...a lot more than you expected

Indiana... it's Abe Martin, frost on the punkin, the 500, the...uh...uh... let's see...

We want you to know more about Indiana. Sure, we're famous for being homespun, and downright sensible about things. And we are in middle America. But Indiana has that and much more to offer. Most people just never think about Indiana. And we think it's time they do. Here's why.

Indiana... the Lincoln Center and Yosemite, too. East meets West in Indiana. When you do think about Indiana, you'll discover we have the theatre, the opera, the symphony, and the art museums you're used to finding in New York. We also have parks with scenic views, beaches, and all the fun and sunshine you'll ever find in California.

There are a lot of things we don't have. And we're glad. We don't stuff commuters into trains like sardines packed for a ninety-minute trip home. And, it's still safe (or the kids to get a breath of fresh air outside

during school recess. In fact, the whole place is kind of like a breath of fresh air.

Coming to Indiana isn't exactly a pioneer journey. We're not asking you to make any sacrifices. You can enjoy the wide open spaces without going bankrupt. Industry thrives and expands in Indiana. Our people are happy. That means they work harder and produce more. When your product is finished, you can get it to market quickly and economically, because Indiana is just south of 80 of the top 100 national markets.

Are you thinking about Indiana now? Well, maybe not just yet. But we do hope that this ad has piqued your curiosity. Because we've got sites available in our big towns and even closer to nature in our small communities.

Write today and give us a chance to tell you our story.
Indiana Department of Commerce
Lt. Gov. Richard E. Folz, Director
Room 336, State House
Indianapolis, Indiana 46204



Indiana
...a lot more than you expected

Indiana. 500 miles from nowhere.



Some people know Indiana because of the Indy 500. But unfortunately, a lot more people know nothing about Indiana at all. What's more, we've noticed that our name hasn't exactly generated any groundswells of enthusiasm lately. So, even though we're proud of the race, we're out to dispel the popular notion that Indiana's activities calendar opens and closes on Memorial Day.

Surprise. Believe it or not, Indiana lives 365 days a year. With all the things that make people happy. The theatre, the symphony, the art museums for sophisticates. And the parks, the beaches, and the sunshine for a more casual lifestyle, too.

Surprise again. We don't have what you have. Specifically, smog-choked cities. Teeming tenements. A five-dollar lunch. Bumper-to-bumper

expressway roulette. And a lot of other headaches you could do without. There's a time in everyone's life when they need room to breathe. If that time is now, we've got the place.

Moving your plant to Indiana won't break you up. You don't have to sacrifice your profits to stretch your legs. Industry is thriving in Indiana and expanding here, too. We build things better and faster. You're right in the heart of all the raw materials you need. Yet, with our miles of interstate, two deep water ocean links, it won't take weeks to get your product to market. How's that for profit potential?

Make us prove it. If you're a little skeptical, drop us a line. We'll erase your doubts with facts and figures that'll make anyone a believer. Whether you want to be in the city or out in the country, we've got places all over Indiana. Write today.

Indiana Department of Commerce
Lt. Gov. Richard E. Folz, Director
Room 336, State House
Indianapolis, Indiana 46204



Indiana
...a lot more than you expected

Write down all you know about Indiana here.

You probably noticed that the space we left for writing about Indiana is exceedingly small. Frankly, that's because most people just don't know much about us. Alright, maybe we have "underdeveloped" you with our progressive image. But, starting now, we're out to dispel the rumor that Chief Powhatan is alive and on the warpath in Indiana.

We tested the wilderness years ago. Oh, we still have our Indian uprisings. Every summer in Indianapolis. But they happen on a baseball diamond. And we take pennants, not scalp. There's also ample opportunity to enjoy football, basketball, racing and golf. And if it's culture you want, we've got the theatre, the symphony, the opera, and one of the best art museums you'll find anywhere. Who'd have believed it?

Where the sun also rises. And you can see it. Fortunately, there are a lot of things in Indiana that don't offer. They don't block out the sun. Our kids don't hack and cough from the fifth in the

air. You don't need a bodyguard to stay out after sunset. And we don't live packed on top of one another like sardines. So many sardines in a can. We like Indiana the way it is.

You don't have to sacrifice your profits to stretch your legs. Your industry will grow in Indiana. Fast, because you're close to the raw materials your business needs.

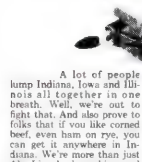
We'll prove it to you. A lot of people talk about what they can do for you. Let us prove what we say. All it takes is a note to start things moving. We've got choice urban and rural sites waiting for you all over our state. Write today. You'll find Indiana is a lot more than you expected.

Indiana Department of Commerce
Lt. Gov. Richard E. Folz, Director
Room 336, State House
Indianapolis, Indiana 46204



Indiana
...a lot more than you expected

Indiana... similar to but unlike Iowa, Illinois, or a corned beef on white bread.



A lot of people lump Indiana, Iowa and Illinois all together in one breath. Well, we're out to fight that. And also prove to folks that if you like corned beef, even ham on rye, you can get it anywhere in Indiana. We're more than just Abe Lincoln, log cabins, and beautiful foliage in the fall.

Indiana... turn left at the redwoods and follow the skyscrapers. Hard to believe, but in Indiana you'll find the beaches, the parks, the fun, and the sunshine just like in California. And we even have the theatre, the opera, the symphony, and the art museums you'll find in New York.

We didn't tell you the worst part. Other states will tell you Indiana doesn't have everything. We couldn't be happier. We're giving away places to plant yourself anywhere in Indiana. Write today.

Indiana Department of Commerce
Lt. Gov. Richard E. Folz, Director
Room 336, State House
Indianapolis, Indiana 46204



Indiana
...a lot more than you expected

We're asking people to discover Indiana.

Through a series of ads designed to be noticed. Ads that prove we can poke a little fun at ourselves without being self-conscious. But ads that contain good solid reasons why industry should consider Indiana for relocation or expansion. We want the reader to be aware that Indiana combines the down-to-earth attitudes of middle America with the urbane and sophisticated atmosphere of a state that's truly international. Indiana has a lot to offer. We're proud of our people, our attitude, and the opportunities we can offer industry.

We hope you'll look for these ads. You'll be seeing them in publications like *Forbes*, *Dun's Review*, *Fortune*, and the *Wall Street Journal*. We're out to prove that Indiana is a lot more than they expected.

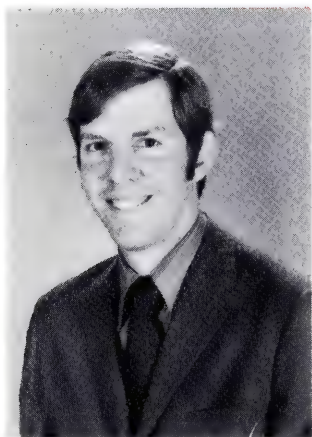
Indiana Department of Commerce
Lt. Gov. Richard E. Folz, Director
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Indiana
...a lot more than you expected

The Business of Consumers

by Debbie Tower



Bob Smith

Literally everyone purchases goods and services. And many times the consumer is satisfied with the transaction. But when he pays for repairs that are never made, or accepts a "free" product only to find he must also buy another article, or signs a contract and later discovers it was filled out with higher figures than specified, he has a legitimate consumer complaint.

As consumers, citizens have specific rights and responsibilities. Included in their responsibilities is re-

porting such unfair and unsatisfactory practices as described to an agency that can investigate any merchant (an individual or business that sells a good or service) who infringes upon a consumer's rights.

To help remedy consumer problems in Indiana, the 1971 General Assembly passed a bill effective July 1 this year creating an agency that acts in the interest of consumers. Within the Office of the Attorney General is the Consumer Protection Division, the function of which is to do just what its name implies—protect the consumer who submits a legitimate complaint.

When a consumer is displeased by his dealings with a merchant, he should first complain to that merchant and make an attempt to work out the problem with the business or individual involved. If nothing is resolved, the division asks that the consumer should notify his local Better Business Bureau, Chamber of Commerce, County Extension Agent, and attorney, if the matter warrants his attention. And if the problem is criminal, he should advise his county Prosecuting Attorney of the situation. Should local agencies be unable to provide the necessary assistance, the consumer should then contact the Consumer Protection Division.

A written complaint to this division is required describing all details of the transaction, with any relevant documents attached. Included, too, should be names of any local organizations and officials notified of the problem. Statutory requirements dictate "the transaction must have occurred between a merchant and you (the consumer) acting as a non-merchant (*any* seller of an automobile is considered to be a merchant); the complaint must concern a sale, lease, assignment, award by chance or other disposition of goods, services or repairs, and intangibles; and the transaction must have been for personal, family, household or agricultural purposes."

After the division (comprised of director Robert Smith, an attorney, two law students, and three secretaries) receives a written complaint, provided the above prerequisites are met, it must investigate. The merchant in question is notified of the complaint registered against

him and requested to return a written statement of his position along with any suggestions for settlement of the dispute. Also the consumer involved is notified that his complaint is under consideration by the Consumer Protection Division. Specific governmental agencies, state or federal, are informed to provide additional help if the complaint falls under their jurisdiction. The division acts as mediator, attempting to arrive at a settlement. If the complaint is legitimate and no settlement is reached, it can file civil suit to prohibit the business's continuance of the practice, as explained later.

A second responsibility of the division, besides serving as mediator, is providing the public with information regarding illegal procedures in consumer-merchant relations. To fulfill this responsibility, the division works with local Better Business Bureaus, Chambers of Commerce, and other protection groups to explain the function of the Consumer Protection Division and to distribute complaint forms and literature. For example, in printed brochures distributed to all Indiana Prosecuting attorneys and at the 1971 Indiana State Fair, the division outlines certain acts declared deceptive by the 1971 Indiana legislature. Those unlawful practices are: misrepresentation of sponsorship, misrepresentation of affiliation, misuse of the term "new," misrepresentation of quality or style, failure to stock sufficient quantities, deceptive pricing, misrepresentation of repair needs, misrepresentation of warranty or guarantee, and use of referral sales schemes promising rebates or discounts based on future sales. If the division can prove such dealings, it can file injunctions, thereby terminating and prohibiting further illegal actions on the part of the business under question, subject to the merchant's defense that a bona fide mistake was made.

The division cannot intervene, however, in disagreements regarding utilities regulated by The Indiana Public Service Commission or those federally regulated.

Other responsibilities of the division include submitting annual progress reports to the governor and biennial reports to the legislature. Additionally, it recommends proposed legislature to the Legislative Council.

According to Robert Smith, complaints received indicate that the division is an agency the public needs. In July, the Consumer Protection Division opened 319 complaint files and closed 152. The greatest number of complaints concerned mail order activities. The division recovered the equivalent of \$1,423.23 for citizens including satisfactory performance of services and delivery of goods they had purchased. Again in August, mail order practices created the greatest discontent among consumers. Over 300 new files were opened that month and 69 were closed. Consumers also recovered \$2,629.50.

But consumers are not the only group that benefits by the work of the Consumer Protection Division. Indirectly, bona fide businessmen and companies are helped by the division. Through its efforts, honest transactions are encouraged and enforced, thus maintaining positive associations between the consumer and merchant.

An Example of Commitment

by Sally Newhouse
Editor

At the essential level, it is like all other towns, providing services and levying taxes. This city is not a heavyweight when it comes to size. Its name is the same as at least one other city that is considerably larger and better known. In some respects, this community is just average (for example, its number of families earning under \$4,000 per year rests at the state average, 16%).

BUT...

Columbus, Indiana, in other clearly distinct but-not-always obvious ways, is *not* just another city. Consider the facts: according to the 1960 census, 10% of the adult population (25 years and over) has had four or more years of college; there are as many jobs as there is total population (approximately 29,000); the park/school plan stretches the taxpayer's dollar to afford a coordinated dual-use system; and, of course, the nationally acclaimed commitment to quality and excellence in architecture is a standard-bearer.

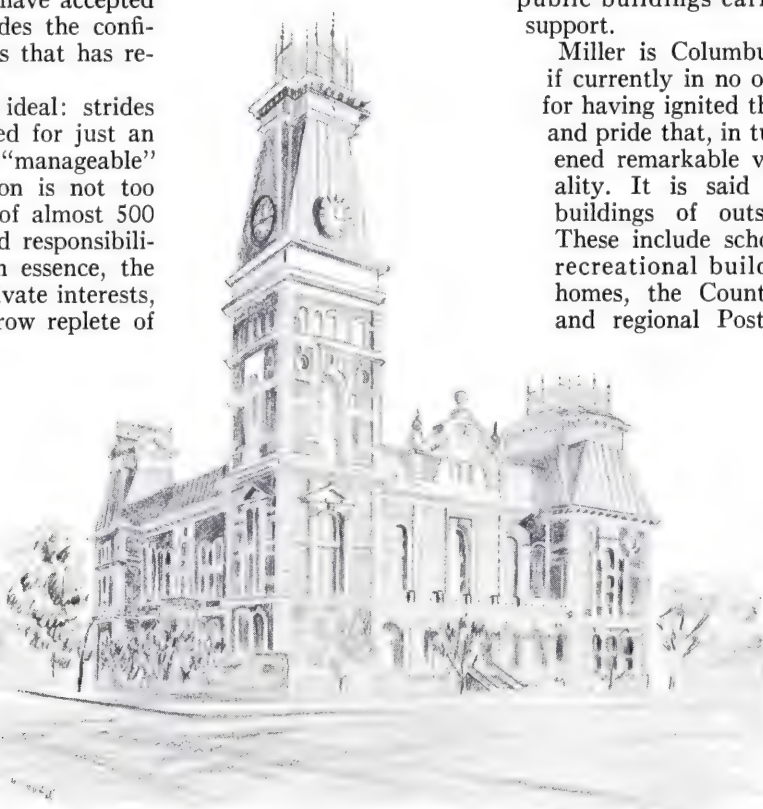
It is difficult to ascertain how sincerely and personally each Columbus resident takes on the commitment to quality and excellence. One thing for sure, though, enough of the decision-makers in each walk of life have accepted the commitment. And the community exudes the confidence and blushes the robustness of success that has resulted, in part, from the pledge to quality.

There's another tenet of the Columbus ideal: strides toward the future. Problems are not tackled for just an immediate solution. Columbus is still a very "manageable" town. The twenty-nine thousand population is not too large to take care of. The negro minority of almost 500 shares the same prerogatives, privileges and responsibilities as the white majority of residents. In essence, the community citizens, for their public and private interests, are collectively working to insure a tomorrow replete of

quality. That is the spirit that moves Columbus: Quality in today for tomorrow.

The illustrious architecture correctly mirrors the society it serves. In 1942, the new modern influx of magnificent design was begun beside the stately, mellowed Victorian forebearers. J. Irwin Miller commissioned renowned Norwegian Eliel Saarinen to design the First Christian Church. Reportedly, this church marks the beginning of modern church design in America. A time lapse of twelve years intervened before Eliel's American son and former Yale classmate of Miller's, Eero, was commissioned to design the new Irwin Union Bank. The rest of the architectural story in Columbus is famed history. Miller set up the Cummins Foundation in 1954, a child of the Cummins Diesel Engine Corporation of which Miller is chairman of the board. The foundation was organized to insure continuity in the excellence of public architecture. The foundation is endowed each year with 5 percent of the gross profits of the Cummins Diesel Corporation. With this money, the foundation pays the fees of the architect chosen to design whatever public building is to be built. Only public buildings earn Foundation support.

Miller is Columbus' benefactor, if currently in no other way than for having ignited the local energy and pride that, in turn, has awakened remarkable visions into reality. It is said there are 36 buildings of outstanding note. These include schools, churches, recreational buildings, private homes, the County Courthouse and regional Post Office. Even



The Bartholomew County Courthouse

Each issue of *Commerce and Indiana* will feature an article about some town in Indiana that personifies progress in the promotion of tourism or industrial development. If you should like an article dedicated to your town, send the information, complete with pictures, to *Commerce and Indiana*, 336 State House, Indianapolis, Indiana 46204.

the factories shine handsome facades. Aside from the individual buildings, the central business district downtown draws its own deserved attention. The area is undergoing renewal to accentuate the town's Victorian legacy while esthetically uplifting the central area's face. All this amidst a downtown \$2.2 million completely modern redevelopment project.

Columbus is fastidious. Take, for example, the park/school plan. The theory goes: make these public facilities available to the public, all the public, all the time. As a result, whenever applicable, the school board draws on the park board's offer to grant park property for construction of a new school and blend the purposes and

facilities of each. So, the library, gymnasium, recreation equipment and the grounds are used by school children and surrounding neighborhood residents beyond school hours. At one school at least, a recreational director is being hired to coordinate facilities and activities for the neighborhood.

For another example of the town's conscious efforts to do the best, consider the "model block." A highly noted designer, Alexander Girard, was commissioned to plan the renovation of Victorian downtown Columbus. The effect of his plan can be seen literally. Girard designated colors, complete with complementary trim to emphasize the Victorian charm, for each building along the down-



First Baptist Church, Harry Weese, architect

town's main traffic artery, Washington Street. And the merchants are, by and large, cooperating. The Central Business Association has bought small trees for the sidewalk (planted near the curb). Some merchants have also agreed to replace electric store signs that overhang the entrances with storefront porcelain signs that lie flush to the building. And when an electric sign needs replacing, no electric sign may be newly hung.

The Winston Churchill prophecy identifies the Columbus commitment: "First we shape our buildings, then our buildings shape us." But buildings à la grande are expensive, too costly for most school boards, churches and park

departments to afford. Therein, the *raison d'être* for the Cummins Foundation.

Following are the qualifications, as they were originally set up, necessary to earn the foundation's support: (Originally the foundation was set up only to commission architects for public schools; later it was decided to grant fees for any proposed public building.)

—The architect selected by the School Board must be chosen from a list of at least six first rank American Architects prepared and submitted by a disinterested panel of two of the country's most distinguished architects.



Richard's Elementary School, Edward Barnes, architect

—Competition among architects is encouraged by using a variety of firms. A new or revised list will be submitted for each new building, and the architect selected must be one not previously chosen.

—Additions to existing buildings must be designed by the architect of the original structure.

—Each architect is required to work within the total budget agreed upon by the School Board.

—The architect selected must have the responsibility for planning and designing the total building. This includes recommending landscaping and designing outside areas beyond the normal landscaping so as to maximize utilization of the entire school area under the park-school plan. In addition, he is responsible for location of the building on site, selecting all colors and recommending all furnishings to be used.

—Each architect must be given at least 12 months to plan, design and propose working drawings.

—The School Board and the architect chosen execute a standard American Institute of Architects contract form.

—The maximum base architectural fee paid by the Foundation shall be determined by a sliding scale established by the A.I.A. ranging from 7.25% of construction costs for building costing \$2 million or more to 8.6% for a building costing \$500,000 or less. In addition, the Foundation will also contribute 1-1½% of construction costs for the architect's reimbursable expenses.

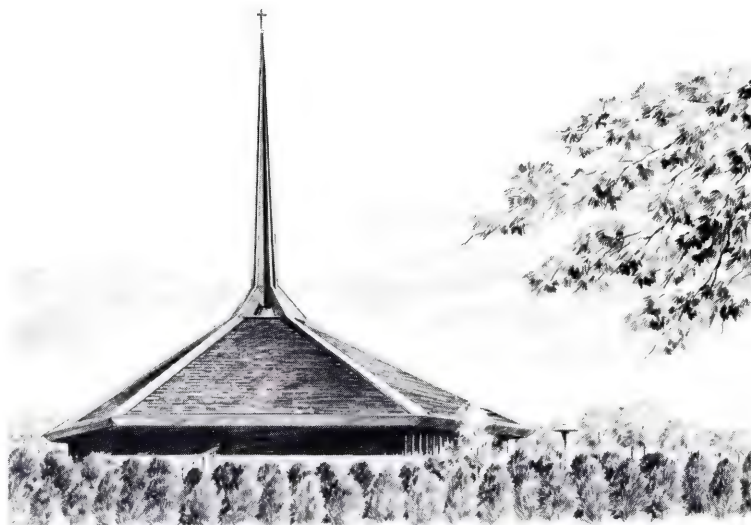
This offer was later expanded to include all public buildings, not just schools.

The "quality habit" is contagious. Other industry and private families have dedicated monies to construct public facilities, such as parks and recreational centers.

Columbus is a headquarters town. At least three large corporations are based there, with several others maintaining large divisions there. Yet nothing is inherently obligatory between an industry's location and that industry's responsibility to the community's quality and character. Therefore, the architecture, school system, and recreation facilities do, indeed, express the resident industry's full commitment to Columbus and the foresightedness of the town's leaders.

Exactly how each resident interprets the energies and dictates of the community civic leaders is difficult to ascertain accurately. Certainly, for the magnitude of each project and its absolute expression, critical reaction is sprung in some residents. But no one can argue with function, with the uplifted spirit of those working within the walls of any ingeniously designed building, with the long-run economy inherent in quality, nor with community pride, so replendent.

There is not complete cooperation in this heart of the Bible Belt, an hour south of Indianapolis. There are poorly housed families, union/management disputes, traffic jams and pollution in Columbus. But therein lay the challenge for the citizens of Columbus. Right now, there is no time for stopping to rest on past accomplishments. There are still aspects thus far unremedied by the "commitment habit." But tomorrow isn't here yet and when it comes, it seems safe to assume, Columbus will be ready.



North Christian Church, Eero Saarinen, architect

KEEPING ON TOP OF TV REPAIRS

by Sonya Saunders

Director, Office of Consumer Affairs

The successful television technician of today is a highly skilled and trained individual. Constant training and upgrading are required to keep abreast of today's complex home entertainment equipment.

The Television and Radio Service Examiners Board was established by a 1967 statute in the Indiana General Assembly (H.B. 1115 approved 3/10/67.) This act related to persons engaged in the business of servicing, repairing, maintaining, installing or modifying televisions and/or radio receiving equipment, including antenna receiving systems, providing for the investigation, licensing and regulation of such persons.

To investigate various television service complaints in the Ft. Wayne area the commission assisted the Ft. Wayne Better Business Bureau and news media in initiating a test where 'bugged' sets were 'planted' in four service shops. After qualified technicians put minor bugs in the sets and recorded the serial numbers of all parts and tubes and painted vital parts with a special paint that would show the replacement of any parts, newspaper reporters took the sets to the various shops.

Suspensions were confirmed; the sets had not been repaired.

Following the investigation of the 'repaired sets', affidavits were filed along with prior complaints and a formal hearing was conducted by the Attorney General's office. The final decisions confirmed that the evidence warranted the closing of one shop and the revocation of the owner's technician license.

In one particular case a service technician had a television set to repair; he evaluated the trouble as a faulty picture tube. He suggested that the picture tube be replaced with a new tube. The customer agreed and paid for a new tube which was never installed. Prior to this convicting incident, the Board received 22 complaints concerning this offender within a given period. After a thorough investigation it was determined the original picture tube was still in the set and defendant received the maximum sentence—60 days in jail and his license revoked.

Situations such as this troubled the Indiana Electronics Service Association. Following much investigation and discussion, they realized they could not police themselves against the abuse of a few dishonest technicians without a statute. The association also realized the entire profession would suffer if the abusers continued to 'misrepresent their trade' or 'cheat the public'.

So last year the IESA encouraged two amendments to the existing 'Television and Radio Licensing Act' included in S.B. 389. One amendment involves the licensing of service dealers.

(j) "Service dealers" means a person engaging in the business of servicing, receiving equipment, and having an established location for the performance of such service.

The other amendment provided punishment for violators of the act.

Sec. 18. Any person who violates any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof, shall be fined in a sum of not less than one hundred dollars (\$100) nor more than five hundred dollars (\$500), or imprisoned not to exceed six (6) months, or both. In the case of licensing violations, each day of violation hereunder shall constitute a separate offense.

As a result of the wide publicity the TV repair scandals created, the Indiana Legislature offered their cooperation in strengthening the Indiana Television and Radio Servicing Act of 1967, which already regulated the industry.

The Commission realizes that when a man's license is taken away from him, his livelihood is taken away. As a result, such action is not taken lightly or without sufficient proof.

The Commission's role is not to police but to try to improve the profession. This year they conducted 62 seminars in major Indiana cities. These training sessions are refresher courses for licensed technicians in areas of alignment, solid state, transistors, color, business practices, etc.

To upgrade and train better technicians, a vocational training program in electronics in television and radio field was initiated at Versailles South Eastern Vocational High School in 1969. This program involves technical education during the junior and senior year of high school plus two years on the job training as an apprentice approved by the Department of Labor. The Indiana Electronic Service Association and the National Electronics Association were also instrumental in working with the Vocational Division of the Department of Education to formulate this program.

The consumer also has responsibilities of which they are often not aware. A main reason for sending the warranty to the product company is that the purchase will be recorded. You should also keep a copy of the serial number and description along with the sales slip in case of theft. Many stolen appliances remain unclaimed because positive identification cannot be made.

Before taking any receiving equipment to a service technician, make sure that he is reputable. Check with the Chamber of Commerce, Better Business Bureau, or a referral agency for unfavorable reports which other consumers may have reported.

When leaving merchandise for servicing, ALWAYS have a claim check, or other evidence, that you have left your set as proof for pick up and require an itemized bill and receipt in case of future problems.

But when questions or problems occur that you cannot solve to your satisfaction, contact the Television and Radio Service Board. They have two field investigators working in conjunction with complaints they receive, trying to help people with valid problems in the field of servicing.

Their address is:

The Television and Radio Service Examiners Board
1019 State Office Building
100 N. Senate
Indianapolis, Ind. 46204
Or phone: 310/633-4646

(Suggestions for avoiding unscrupulous TV repairs, as written by Jane Scholz for the Fort Wayne *Journal-Gazette*, September 8, 1971)

—Check with the local Better Business Bureau to find out which shops have caused large numbers of customer complaints.

—Demand an estimate on the cost and type of work needed on your set. If the repairman doesn't have time to look over your set when you take it into the shop, have him call you when he has found the cause of the trouble and quote you repair costs.

—Make sure the repair shop gives you a claim check for your set. That way there will be no question, if the set is lost or stolen, who was responsible for the disappearance. —Insist on receiving an itemized bill when you pick up your set or have it delivered.

—Visit the shop, if you can, before calling for home service. Check to see that Certificates of Registration for licensed repairmen are prominently displayed in the shop. If you don't see them, ask the management where they are.

(State law requires that all TV repairmen be licensed annually by the State Board of Television Service Examiners. Anyone repairing sets without such license is liable for prosecution.)

—Ask if the shop's repairmen are members of local or national electronic service association. These groups try to act as self-policing agencies for the repair industry.

—When your set is returned to you, ask the name of the technician who worked on your set. If his name is not one of those on the licenses displayed in the shop, he shouldn't be repairing sets.

(All licensed TV repairmen have been asked by the state board to include their license numbers on billing statements given to customers.)

—Ask for the return of all old parts if the shop replaces tubes or other items. This is a legitimate request. If you have any doubts as to whether the parts should have been replaced, you can then take them to another shop and test them to see if they were bad.

—Inspect the billing statement you receive. Most ethical shops will have their letterhead or name on the statement.

—If you have a complaint about the treatment you received at a repair shop, notify the Better Business Bureau. If the BBB can't help you, notify the Board of Television and Radio Service Examiners in the State Office Building in Indianapolis.

The Transportation Function Of the Export Firm

by Basil Kafiris

*Director, Economic Research and International Trade Divisions
(Last of a Series)*

Transportation is another function of the international trade department and contributes much to the success of the export firm. Exported goods must arrive abroad in good condition and in a reasonable length of time and at a competitive cost. The cost of freight is usually high in proportion to the other costs of the company and is consequently a decisive factor in the profitability of exporting.

In order to achieve economical movement of goods abroad the traffic manager of the company must figure out all the costs by considering all available transportation means to the port of exit, such as seaboard, railroad, inland waterways or truck. The proper route to the port reduces delivery costs as well as time. Consideration must also be given to possible port congestion and the existence of necessary facilities and services in the port of arrival, for possible savings in freight charges.

Transit time influences the extension of foreign credits, the turnover of funds, the carrying of stocks by the exporter, warehousing facilities, the conditions of perishable freight, and even production policies. A large company usually ships the exported goods abroad itself when it is in the position to maintain a traffic department. Otherwise, as is the case of small companies, the use of the services of forwarding companies, which are specialized organizations in the movement of export goods, is necessary. Their assistance also includes proper marking and packing services.

American exporters can lose and are losing customers abroad because of inadequate packing, subsequent damage in handling and pilferage. The package must have sufficient strength to resist these superimposed loads because failure of the container at this point will, in effect, extend an open invitation to pilferage throughout the remainder of the journey. Also, poor packaging is as good as an engraved invitation to a thief or a man whose family is hungry and ill-clothed.

Packages or cases should also be marked according to the requirements of the specific country. Very often custom officials, forwarding agencies, and port authorities criticize the marking of the packages. Each one should be marked boldly so that it can be easily read. Also waterproof and saltproof ink should be used. There is also a distinct need to show, among other things, the fragility of a product and the appropriate method of handling it.

A damaged shipment leads to loss of prestige, high replacement cost, loss of sales, and higher insurance rates.

There are also other organizations, besides forwarding companies, who can give packing and marking instructions, such as steamship lines, marine insurance companies, packing suppliers as well as contract packagers.

Forwarding agents also make arrangements for vessel space, insurance coverage, and take care of all the necessary papers for shipment. They help the company in analyzing costs, and finding the most economical transportation routes, and often, because of their good relations with the shipping companies, get space in a vessel for a company when it is difficult to find. In many cases of small exporters, they consolidate into one shipment several separate ones for more economical freight rates. In general, they arrange for the most advantageous rate for the shipper and his exported goods arrive at the port of destination at the desired time.

It is very advantageous for small companies to use the services of these specialized institutions at least until their export business increases enough to justify the establishment of an export traffic department. However, the traffic export function must be sufficiently mobile to become familiar with the physical aspects involved in export shipping to co-ordinated production, shipping, etc., with vessel arrival, to get to know the people in the shipping trade, and the terms of sale, the examination of which determines traffic's responsibility. After selecting the port, sailing schedules, given departure times, ports served and other information must be collected from certain available periodicals and newspapers.

Another important transportation function is the preparation of necessary documents required in the export trade, which are basically the following:

Bill of Lading

The bill of lading is the most important of all the shipping documents. It is used as receipt for the shipping of goods and also contains the terms and the conditions of the contract under which the carrier agrees to deliver them in the same condition as they were received to the designated port of delivery, or to as near to that port as the ship can safely reach. In court disputes and on other occasions this document serves as transferrable evidence of title to the shipment. Under certain conditions a bill of lading is also a negotiable document.

Export Declaration

This is a document required by the U.S. government, and especially the U.S. Department of Commerce, for statistical purposes of keeping track of all exports from the country. However, with the need for export licenses, it controls certain strategic shipments as well as shipments to certain countries.

Violation of export license regulations could involve a charge of perjury which usually causes cancellation of the license privileges for the guilty party for a certain period of time.

Commercial Invoice

The commercial invoice is usually supplied on the exporter's own form, but the content must comply with the regulations of the importing country. In some countries, especially those of the Commonwealth, the commercial invoice must be prepared on a specific form prescribed by the custom authorities of the importing country.

Certificates of Origin

One of these shows the origin of the goods and/or the raw materials used in their manufacture. This document is necessary to establish the right of the goods to preferential duties when they have to be claimed overseas.

Consular Invoice

The consular invoice is the most exacting document an exporter is likely to encounter and must be prepared carefully. The consular invoice is necessary for the clearance of the merchandise through customs at the country of destination.

The consular invoice is a form calling for a detailed description of goods with spaces showing marks, numbers, weights, value and origin of goods and a declaration about the accuracy of the contents in the invoice. Errors or changes, even if unintentional, often lead to a fine.

Other Documents

Some countries also require packing lists, as they are described by their laws and regulations as well as certificates of Health and Sanitation when animals, animal products and plant products are shipped. This is to ensure that the goods shipped are free from disease; or for food products, that they have been prepared in accordance with prescribed standards.

Marine Insurance

An insurance policy or certificate will also be required. Marine insurance is a complicated subject, but in principle, goods are insured against perils of the sea, fire, war risks, strikes, pirates, civil riots, commotions, etc. The terms or insuring conditions, amount and so on, are governed by the sales contract, letter of credit, or custom.

AVAILABLE PUBLICATIONS

Economic Research and International Trade Divisions

1970 NEW AND EXPANDING INDUSTRY (annual)

A survey of new and expanding industry in Indiana during 1970.

INDIANA MANUFACTURING GROWTH PATTERNS 1958-1967

An analysis of growth over a ten year period of major manufacturing industrial classifications.

POPULATION PROJECTIONS

Population estimates are listed by county and by region through 1985. Also available by request is information on population characteristics and demographic data on counties, cities, towns, and townships.

INDIANA ECONOMIC REPORT AND FORECAST 1970-1971

This study provides planning information to business firms, governmental agencies and to interested individuals.

SURVEY OF RETAIL TRADE

This one of a three part series reports on the number of establishments, employees, payroll, and sales of retail establishments in Indiana.

SURVEY OF WHOLESALE TRADE

This one of a three part series reports on the number of establishments, employees, payroll, and sales of wholesale establishments in Indiana.

SURVEY OF SELECTED SERVICES

This one of a three part series reports on the number of establishments, employees, payroll, and sales of selected services (hotels, automobile sales and service establishments, motion picture theaters, etc.) in Indiana.

INDIANA RESEARCH FACILITIES DIRECTORY

A directory of industrial, university, and governmental research facilities in Indiana.

INDIANA GROSS STATE PRODUCT 1963-1970

Utilizing a newly developed methodology technique based on the Gross National Product formula, this seven page study analyzes the Indiana gross state product from 1963 to 1970.

INDIANA MANUFACTURING EXPORTS

This study reports the 1966 and 1969 value of exports from Indiana by SIC product type.

INDIANA WORLD TRADE DIRECTORY

A directory of manufacturers and business firms in Indiana currently engaged in, or interested in becoming engaged in world trade. (1969)

INDIANA EXPORT PROFITABILITY STUDY

This study analyzes the profitability of exporting by small and medium sized firms in Indiana, and discusses various organizational methods used by firms in exporting.

THE SIGNIFICANCE OF IMPORTED CONSUMER GOODS IN INDIANA RETAILING

A study designed to examine the advantages and the disadvantages of retailing imported goods in Indiana.

BASIC DATA STUDY ON EXPORTS OF INDIANA'S MANUFACTURING INDUSTRY 1967

A summary of findings on international trade activities during 1966 of Indiana's manufacturers with four or more employees. It also relates the destination of these goods.

HOW TO EXPORT SERIES

A continuing series by Mr. Basil Kafiris, Director of the Economic Research and International Trade Divisions of the Indiana Department of Commerce on the topic of how to become involved in exporting.

INDIANA AND WORLD MARKETS

This publication contains information on how to become involved in exporting, and how the International Trade Division of the Indiana Department can be of assistance.

THE PROCESS OF COMMITMENT TO FOREIGN TRADE

The objective of this study is to identify the necessary and sufficient conditions which must exist before a smaller manufacturing firm is likely to become involved in international trade.

INDIANA INTERNATIONAL TRADE

This publication contains a series of articles written by experts in various fields discussing an examination of the background, aspects, and organization of Indiana exports.

OUT OF PRINT PUBLICATIONS

INDIANA COMMUNITY PROFILES (Three Volumes)

NEW AND EXPANDING INDUSTRY (pre-1969, 1969 and 1970 editions still available)

FUTURE PUBLICATIONS

INDIANA FACT BOOK

INDIANA INDUSTRIAL GROWTH (series of articles)

INPUT-OUTPUT ANALYSIS

THE EFFICIENCY OF INDIANA MANUFACTURING

FINANCING INDUSTRIAL GROWTH IN INDIANA

INDIANA ECONOMIC REGIONAL PROFILES

1971 INDIANA NEW AND EXPANDING INDUSTRY

MAIN INDUSTRIES OF INDIANA (series of individual studies)

INDIANA ECONOMIC FORECAST

INDIANA PERSONAL INCOME

INDIANA TRANSPORTATION AND ECONOMIC DEVELOPMENT

MANAGEMENT OF EXPORTS

PROCEEDINGS OF THE 1971 INTERNATIONAL TRADE SEMINARS ON EXPORTING

INDIANA AND U.S. EXPORTS: ESTIMATES AND ANALYSIS

INDIANA EXPORTS TRANSPORTATION STUDY

EXPORT AND INVESTMENT OPPORTUNITIES IN INDIANA

OBSTACLES TO FOREIGN TRADE

If you are interested in securing a complimentary copy of any of these *available* publications, please write to us at:

Economic Research and
International Trade Divisions
Indiana State Department of Commerce
336 State House
Indianapolis, Indiana 46204

Inside the Department

Sonya Saunders of the Office of Consumer Affairs explained the role of the consumer in commerce to the Republican Women's Club in Indianapolis on September 16.

On September 21, she addressed a business group in Anderson and outlined the functions of her office. Miss Saunders spoke to two other groups on the same topic, the Alpha Sigma Alpha social sorority in Indianapolis on October 5 and the American Association of University Women in Anderson on October 11.

She also attended the 4th quarterly Consumer Advisory Council Meeting on October 7 in Indianapolis.

V. Basil Kafiris, director of the Economic Research and International Trade Divisions, spent September 27 and 28 in Pittsburgh for the 1971 Annual Meeting of the National Association of Business Economists.

Two new publications are available from the International Trade Division. They are *Indiana Export Transportation Study* and *Indiana and U.S. Exports: Estimates and Analysis*.

Sheri Dunnington, assistant director of the Tourism Division, attended a Mid-America Travel Directors Council Meeting in Chicago on September 15. She and other states' tourism personnel met with foreign United States Travel Service representatives.

On September 1 and 2, **Brett Keene** met with an industrial prospect from Belgium.

Dan Manion, **Sonya Saunders**, **Sally Newhouse**, and **Bill Watt** addressed Vincennes University classes on September 28 about youth involvement in government.

OTHER COMMERCE NEWS

Canaan Fall Festival

Each October Canaan, a small village in southern Indiana, celebrates its historic past with "old fashioned splendor" during the Canaan Fall Festival. The annual event, sponsored by the Canaan Restoration Council, draws crowds of 10,000 to 12,000 every year.

Both participants and those visiting the festival dress in early 19th century Indian and pioneer costumes and engage in activities modeled after the period, among them a Bucksaw Woodcutting Contest and special Pony Express Mail Run.

The 1971 Canaan Fall Festival was held on the 8th and 9th of this month.

\$5 Million RCA Addition

The RCA plant in Indianapolis has opened a new \$5 million facility that produces ceramic devices for use in the company's electronic products. According to Barton Kreuzer, RCA Executive Vice President, Consumer Electronics, the facility is the first of its kind in the consumer field.

Lasers, computers, and highly automated techniques are used at the new facility to manufacture ceramic integrated circuit modules that are part of RCA's solid state color TV sets and stereo phonographs. The modules contain resistors, capacitors, and transistors on hard alumina ceramic wafers. The substance that the modules are made from is more durable than vacuum tube circuits and generate less heat to allow color TV set circuits to be more reliable and last longer.

Research for the ceramic circuits began early in 1969 and were first introduced in RCA products last year. This year about two-thirds of the modules partially contain ceramic devices.

Vacation in Indiana this year...

(We won't breathe it to a soul.)



People are funny. Every year they travel hundreds of miles on their vacations. And what do they do that they couldn't have done in Indiana? Think about that. After all, a lake is a lake. A forest is a forest. And a sunset is a sunset, no matter where you are. Let's face it, we know why you don't vacation in Indiana. There's something magic about telling your in-laws you've just returned from a great week in the Pocono's.

Our Security Kit—Part One

We've got the solution to your dilemma. Our "Stay in Indiana Security Kit." Here's how it works. Write and tell us where you were planning to go. We send you a complete kit, including: mounds of gasoline receipts, two speeding tickets, four exorbitant guest

checks from famous restaurants, nine bumper stickers, a package of "Eat Your Heart Out!" postcards, and sixteen slides of the same scenery you can enjoy right around the corner. We'll omit the splitting headache, you probably have enough of those already.

Our Security Kit—Part Two

Now, the easy part. Take half the money you would have spent, and see Indiana. Really see it. You'll be amazed. To show you the way, we'll send you a packet listing all the things you can do in Indiana this fall. You'll come home relaxed, refreshed, and renewed. And you can still call your brother-in-law and say, "Harv, you wouldn't believe our great week in the Pocono's." We won't breathe it to a soul.

Lieutenant Governor Richard E. Folz
Box 88112
Indianapolis, Indiana 46208

☐ Send Part Two of the Security Kit at no cost to me. I was going to stay in Indiana anyhow.

☐ OK, OK, sneak both kits to me in a plain brown wrapper. I've enclosed \$4.50 to cover the cost of Part One of the Security Kit. A mere pittance compared to what I'll save on my vacation in Indiana.



Indiana
the
center
of things

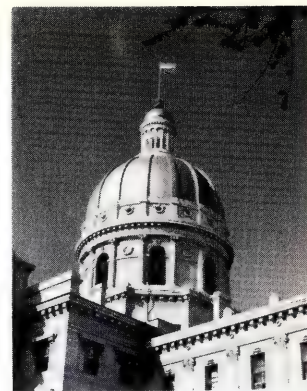
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This is the Department of Commerce advertisement that appeared in Chicago Area newspapers, Sundays September 19, 26 and October 3. It was also run in "TV Guide" in its magazines distributed in the midwest region during the same period of time. The point is clear—"Indiana can show you a great time." See for yourself.

The Other Side

by Paul W. Barada and Debbie Tower



Imagine a half hidden heavy wooden door, dark and cloistered passageways, and dimly lit spiral staircases ascending into the shadowy recesses of a massive hemispherical chamber. With this vision in mind, a journey now begins from the fourth floor of Indiana's State House to the upper-most reaches of the 234 feet high dome that crowns the Capitol.

Normally the door leading to the tower is securely locked. Special permission was granted to tour the dome for the writing of this article.

The first staircase is perhaps the most foreboding. As we follow around in its twisting ever upward path, the staircase's darkness and dampness creates haunting apprehension, enhanced by the echoing sound of footsteps on the worn stone steps. Nearing the top, still surrounded by walls of massive stone blocks that shut out any glimmer of natural light, we sense a mood of cautious anticipation building as the last few steps are climbed.

Now, standing on the narrow ledge that surrounds the unseen convex side of the stained glass far above the rotunda, we see the other side of the dome, the vastness of its interior is exposed to our view. By moving a short distance to the left, a catwalk and final spiral staircase that disappears into the tip of the second, smaller dome can be seen high above.

It is at this time the mood noticeably changes. Cautious anticipation degenerates into serious misgivings mingled with intense anxiety. Carefully grasping the iron railing of the spiral staircase adjacent to the wall of the dome, we begin the second leg of the journey. As each step falls away and grips on the railing tighten, the top side of the stained glass diminishes appreciably in size. On the top step, the first view of the surface of the catwalk emotes still another sensation—one of awe, hesitation, and genuine fear.

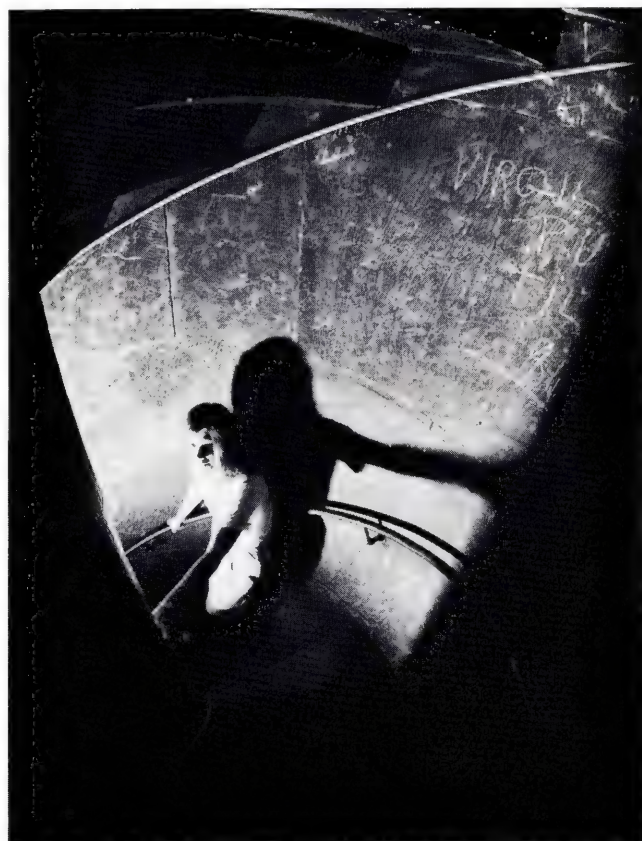
Mustering what courage we can, we dare to begin the short walk to the final staircase. This portion of the journey seems especially perilous because, with each step, vibrations are felt from the steel beams supporting the platform. A glance out the large, dormer windows below serves to heighten the solitary and suspended feeling.

Quivering hands clutch the railing of the final section of spiral staircase. For the second time, artificial light is required to see the edge of each upcoming step. It seems the only way to continue upward is by looking at each step as it appears; helpless fear prohibits gazing beyond the steps into the vast openness that lies beneath. At this level there is a marked increase in temperature which adds to the general feeling of discomfort and apprehension. But the ultimate destination seems within reach as the small opening into the second dome draws closer overhead.

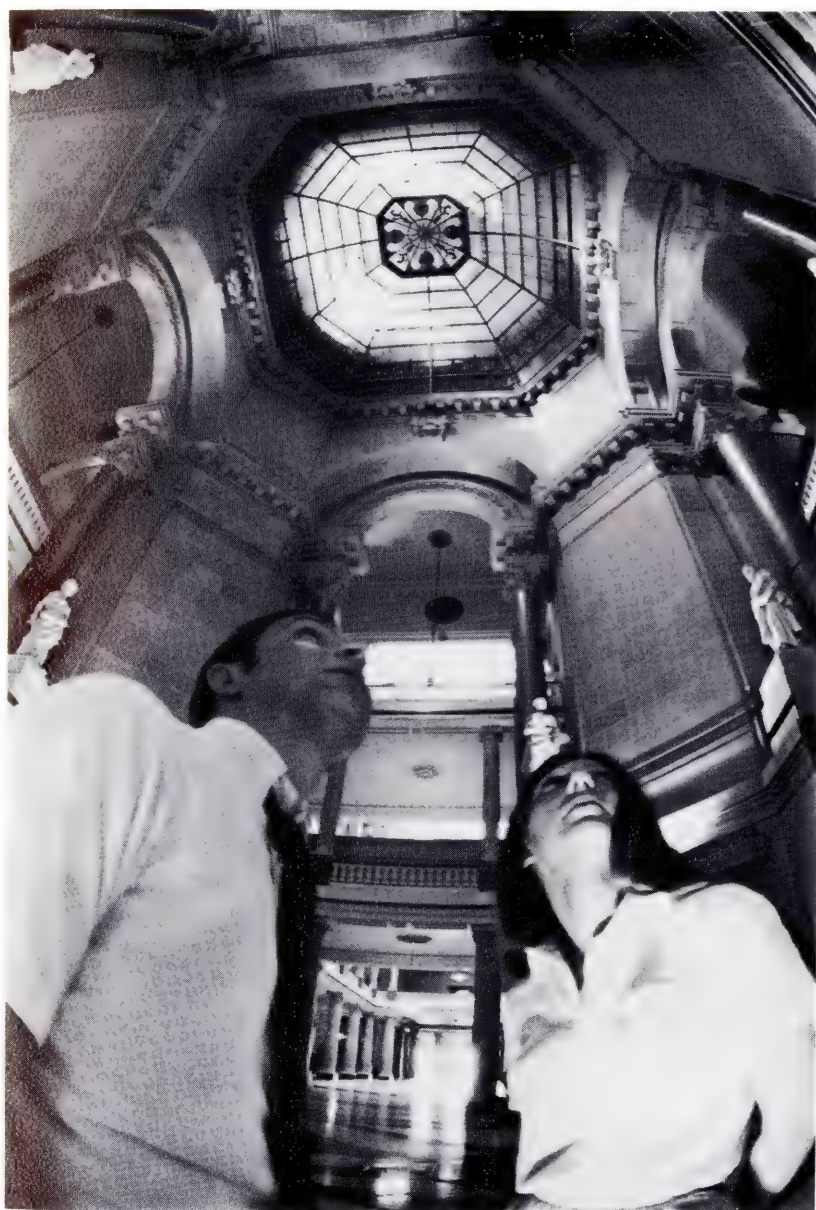
Emergence onto another yet smaller landing allows fright to give way to a momentary feeling of accomplishment. This second, smaller cupola is like a light, airy sunroom surrounded on all sides by rectangular windows. Stretched out as far as the eye can see is the city, with ribbons of highways and avenues intertwined. From this altitude, life beneath seems far removed and unreal. Businessmen and shoppers appear as ants, and cars and buses look like so many waterbugs scurrying across the kitchen floor. In spaces between the windows are etched names and dates indicating that others explored this spot in years before. Above a window—Ralph and Viola, August 15, 1923. Above another—Kilroy was here, 1944.

By climbing two seemingly unsteady ladders and opening the trap door at the upper-most point of the State House, a rush of cool, refreshing air sweeps through the tiny opening as the flags flutter from the tip of the flagpole high above.

Now the only unanswered question remaining—how to summon the courage to go down.



The hidden side of the dome that is secured behind locked doors which also enshrine the convex side of the stained glass ceiling of the rotunda.



The exposed, concave octagonal stained-glass ceiling of the rotunda. From the ground floor where Debbie and Paul are standing to the top of the dome (see small picture on opposite page), the distance measures 234 feet. The statehouse complete with dome is not the highest building in Indianapolis. At least four other buildings out-distance it. But doubtless few buildings reaching as high or higher than the dome provide the drama in the climb to the top, which in the dome, includes circular staircases suspended in space devoid of any psychological or structural technique to break the raw realization that it's a long hard tumble to the first floor.



COMMERCE AND INDIANA
Indiana Department of Commerce
336 State House, Indianapolis, Ind. 46204

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NOVEMBER 1971



A Need Unfulfilled

by Bill Watt

Director, Division of Public Information



Places to play haven't kept pace with the expansion of urban America.

Outdoor recreation is big business. It's also a burgeoning challenge to government agencies which must provide facilities to match a boom demand.

Money isn't the only factor involved, although it is essential nourishment for any recreation development program.

Several months ago, the Division of Outdoor Recreation of the Indiana Department of Natural Resources published a document that charts what it perceives to be the state's outdoor recreation needs through the turn of the next century.

The report identifies the current situation, sets goals for development and recommends certain steps to bring about a system that will satisfy Hoosier desires for an enjoyable outdoor environment.

The report identifies the current situation, sets goals for development and recommends certain steps to bring about a system that will satisfy Hoosier desires for an enjoyable outdoor environment.

The natural environment is the setting for most anticipated projects, although recreational uses for concrete-coated urban areas also are contemplated.

Forests, lakes and streams are the logical natural assets for a park system. Indiana still has many acres of forest land, much of it in downstate counties. The state's natural lakes, about 50 in all, are spotted in the northern one-third of Indiana, and account for about 42,000 surface acres.

Man-made lakes, either ponds or reservoirs, provide about 75,000 acres of water surface available for recreation.

The Division of Outdoor Recreation envisions **five different types of parks to serve Hoosiers.**

First is the regional park, which the plan states should embrace at least 1,000 acres and serve a population segment within one hour's driving time. At least half of the park land would be undeveloped, offering a natural environment for outdoor leisure. The developed area would include water recreation, using lakes, reservoirs or streams.

Ideally, 24 new parks of this type are needed in the next 30 years, the report said.

The district park would include a more intensive level of developed facilities, yet maintain the atmosphere of natural surroundings. Such parks would contain 400 to 800 acres and be used by people within one-half hour's driving distance.

The division recommends that 268 district parks should be developed by the year 2000. For the most part, they should be built and maintained by county governments and private enterprise.

Activity would dominate the **third type of park area: the community park.** Ranging in size from 100 to 400 acres, it should be capable of sustaining constant heavy use.

Some 400 of these parks, built by city governments and private enterprise, should be made available during the 30-year period, the survey said.

The neighborhood park would be designed for persons within '20 minutes' walking distance and offer a substantial volume of activities. It could vary from five to 50 acres in size. The report recommends that neighborhood parks be developed in connection with a school facility, whenever it is feasible.

Local government would bear responsibility for this type of park. About 1,000 are needed.

Block parks, established to serve persons within five minutes' walking time would be geared to younger children. One-fourth acre to five acres in size, they would be designed to accommodate a very high level of use. There is almost no limit to the number that could be constructed. It all depends upon the area's population.

A separate outdoor recreation facility is the natural resource area, a region maintained in its natural state with emphasis on preserving natural resources. Size and location would be determined on the basis of the resource to be saved, not on nearness to population centers. Such areas could range from small nature preserves to large woodlands.

The final element of the outdoor recreation system involves "scenic corridors", or trails, located near populated areas and connecting to major recreation centers or places of historic significance. Except for access points and the trail itself, the trails should span totally undeveloped land. The length of a trail could vary, with minimums of one mile.

It's an ambitious program. The report calculated some rough estimates for the average cost of an individual park of each type:

Regional: \$4 million.
District: \$850,000.
Community: \$500,000.
Neighborhood: \$250,000.
Block: \$25,000.

It isn't much of an editorial judgment on this writer's part to say that under present circumstances, a plan of that magnitude cannot be financed.

William C. Walters, who directs the department's Division of Outdoor Recreation, terms the development proposal "an ideal". He adds that certain factors could smooth the path.

"Changing social patterns could scale down the need, when you consider the possibility of the four-day week or a school calendar not based on summer vacations," Walters said.

"Right now, we have to plan on meeting the peak recreational demand that occurs during a seasonal Sunday," he commented.

Parks are crowded on weekends. But traffic at other times is sparse, even on beautiful autumn weekdays.

Walters said the advent of the four-day week and quarter or trimester system in schools would spread the usage over more days of the week and more seasons of the year, resulting in a more balanced demand.

"We are encouraging off-season use of state properties by keeping them open and maintaining inns in operation. Naturalists, for example, will remain on duty until cold weather sets in."

But he emphasized that social changes would far outweigh the impact of those measures.

The development plan is underway at the present time. The department has three years to find uses for \$5.5 million in federal park funds. The hitch is that the money must be matched on a dollar for dollar basis.

Private enterprise already has been mentioned as a possible source of involvement in recreation development. The plan sees a real role for private enterprise, because it can provide many facilities and services not normally a part of public areas.

For one thing, 75 per cent of Indiana land is in farms and private woodlands. Some of that land already is used for hunting, hiking and fishing. But there are more sophisticated private undertakings as well: campgrounds, vacation farms, marinas, winter sports areas, horse trails, motorcycle trails, golf courses, shooting preserves, swimming pools and beaches, to name some of the most frequent uses.

A relationship between private investment and public development also is anticipated because private development can complement public parks.

Private facilities may be self-contained. They also may be located near state parks, providing additional services. A third possibility is a private concession offering goods and services on the public land.

The Federal Recreation Advisory Council recommended that commercial services in public parks should be provided by private enterprise. The Council reasons that it permits increased public enjoyment without involving government in the restaurant, hotel and souvenir business. Such operations also benefit the economies of local communities.

Right now, private enterprise accounts for about 40 per cent of what the recreation plan calls Indiana's "outdoor recreation inventory." New projects are constantly being completed.

But private enterprise has some problems in recreation and tourism.

One is financing. Several prospective developers of large camping areas have told staff members of the Indiana Department of Commerce that although private campgrounds have proved to be profitable ventures, it is difficult to obtain financing from traditional sources.

Another problem is promotion. Advertising and publicity are expensive, with no guarantees that prospective customers would be aware of or attracted to the locale.

The Indiana Department of Commerce has proposed that Hoosier tourism be promoted on a regional basis, with local government and private enterprise joining with state agencies in coming up with development and promotion programs at reduced cost. This approach would tend to tie together the region's entire tourist resources for promotion purposes.

Many investors are reluctant to risk recreational ventures because many of them are so-called "mom and pop" operations. Long hours and constant management is required, keeping the place clean, collecting fees, and providing services. The overhead generated by hiring outside management jeopardizes the profit potential.

Here are some specific recommendations to government and business set out in the recreation plan, for the purpose of expanding private interest in outdoor recreation development:

—Investigate new means of financial and technical assistance for development of private recreation facilities.

—In areas of intense public development, encourage private facilities that will supplement the public recreation facilities and thereby reduce total development costs for the entrepreneur and avoid duplication.

—Coordinate private plans with state and local agencies to insure that projects are feasible and to prevent duplication.

—Stimulate private development for special uses that the public parks cannot provide. Off-the-road vehicle trails and luxury campgrounds are examples.

The plan's recommendations for state government urge that the state take a greater leadership role in meeting recreational needs. It also pleaded for more efficient coordination among agencies and private enterprise to avoid costly duplication.

Natural areas of Indiana should immediately be preserved to avoid the deterioration and irretrievable loss that will occur through adverse development. One publication listed 26 parcels that should have priority status for preservation. The Division of Outdoor recreation proposes to acquire 600 acres within the near future.

Finally, the state should begin a large-scale program of land acquisition, development and rehabilitation of existing parklands.

Local government, the report said, should develop administrative mechanisms that will provide efficient administration in the preserving and providing of local recreation areas. Flood plain restrictions and zoning should be utilized to preserve open space and regulate development along streams and rivers in heavily populated areas.

The findings also advocated experimentation with turning building rooftops and little-used side streets into small parks, developing land adjacent to Interstate highways, and fashioning portable recreation equipment.

Furthermore, parks should be a part of any new school building project, the report contended.

How much of all this ultimately will be accomplished is anybody's guess, at this point. But *one thought that keeps erupting throughout the survey is the need for a far greater degree of citizen support for recreation development than now exists.*

ABOUT NONMETROPOLITAN AMERICA

by Debbie Tower

"The orderly and efficient growth of communities in nonmetropolitan America is among the greatest priority goals of the U.S. Department of Agriculture. Such communities offer the people a real choice as to where they may live, work and rear their families. In its broadest sense, the Department's goal in rural development is to help communities provide adequate jobs and income and satisfactory living conditions for all citizens."—as stated in a report released by the U.S. Department of Agriculture (U.S.D.A.) in December, 1970.

It is the design of **Indiana's state rural development committee** to work toward those goals outlined by the U.S.D.A. Although still in its early stages, the committee is comprised of 11 agencies, both state and federal, and individuals who recognize Indiana's nonmetropolitan development potential.

Four specific objectives are enumerated by the state committee: 1) to allow for direct communication among each of the agencies regarding their mutual concerns, 2) to generate ideas to assist rural development, 3) to develop joint programs that will be more beneficial when executed with all agencies' involvement rather than carried out by an individual agency and, 4) to devise ways to work with local leaders, thereby facilitating their communities' projects. Through the achievement of its four specific objectives, the committee can make progressive strides toward its prime objective of developing, with local people and for local people, the nonmetropolitan areas in Indiana.

Perhaps the one major accomplishment of the state committee thus far, owing to its beginning phase of development, has been assembling all its member agencies together at one time and at one place to discuss the "why's" and "how's" of rural development. Before any projected goals can be attained, the gap of intra-committee communication and understanding must be bridged, and interest and talent must be pooled so that the committee is unified and acts smoothly in an advisory capacity.

To link more closely the activities of local community leaders with the state committee and, additionally, to serve more directly local rural communities, **14 regional committees** (corresponding with the State Division of Plan-

ning's geographical designation of 14 economic development regions) have been created. Each regional committee meets at least quarterly and submits to the state committee an annual plan of work, an annual report, and, for each major program enacted by a regional committee as a committee, a statement titling the project and describing the committee's actions and conclusions. "Responsibilities of the Regional Committees include: a. Assist regional and local leaders to establish appropriate liaison with other agencies and organizations, both public and private, who can contribute to the development of their communities. b. Provide appropriate help to regional and local groups in carrying out their development plans. c. Support and guide regional leadership in developing plans for improvement of communities of the region."

Both the state and regional committees' membership consists of representatives of the Cooperative Extension Service (CES), the Farmers Home Administration (FHA), the Rural Electrification Administration (REA), the Soil Conservation Service (SCS), the Forest Service, and the Agricultural Stabilization & Conservation Service (ASCS). Additional members to the state committee are representatives of the State Department of Commerce, State Division of Planning, State Department of Natural Resources, State Health Commissioner's Office, and Office of the Governor. Other interested federal, state, and local government agencies and community leaders are encouraged by the committees to become members.

State and county offices are maintained by the CES, FHA, REA, SCS, Forest Service, and ASCS to assist rural development in all ways their agencies can.

It is through the state and regional committees and U.S.D.A. state and county offices that professional advice and guidance are offered rural communities. But, in most cases, without the initiation of development by the people, at a local level services of the previously mentioned qualified personnel are inhibited. *Nonmetropolitan development is mainly the responsibility of concerned local leaders and agencies.* Once those citizens and groups recognize their areas' development potential and begin to organize and plan, their efforts are complemented by the committees' and federal offices' involvement.

In the Name Of Tourism

by Sally Newhouse

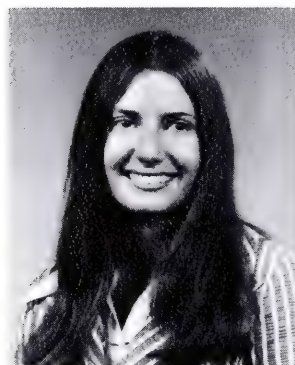
Editor



Linda Jester



John Snyder, Jr.



Sherri Dunnington

Indiana's contingency is back from Atlanta with plans for 1972.

John Snyder, Jr., director of the Tourism Division of the Indiana Department of Commerce, and his two assistant directors, Sherri Dunnington and Linda Jester represented Indiana at the third annual conference of Discover America Travel Organization (DATO) September 28 through October 3. The conference covered the largest cross-section of travel-related organizations ever to gather.

The October issue of Commerce and Indiana included the disclosure that Indiana's Tourism Division had copped first place in national judging of state tourism divisions. Indiana was graded first among those states with tourism budgets of \$300,000 to \$500,000 for 1971.

The convention had a dual purpose: to conduct seminars on topics of interest and/or concern to agencies of the tourist trade, and to award the national prizes to states and private business judged best in their respective areas.

So besides stepping up to receive the first place honor, Indiana's representatives also learned new approaches to persistent problems, new techniques to promote travel and in general, current ideas on how to increase domestic travel and to meet the problems inherent to the business. Estimates show that in 1971, 123 million Americans and 14 million foreign visitors will have vacationed in the United States. These travelers also will have been served by 12 million persons in the tourist industry and will have spent \$45 billion dollars to enjoy themselves.

One of the convention seminars directed discussion toward **ideas on city and regional promotion**, the problems, experiences, successes and failures resultant from promotion efforts. Seven inter-related topics were used to spurn conversation: 1) "Developing a Tourism Attitude" among local citizens, visitor service industry personnel and civic and legislative support groups, 2) "Surveys," 3) attempting to discover objectively how many tourists have actually been attracted to a locale, 4) what their visit has meant to local and regional economies, 5) sales and promotion efforts in forming regional travel organizations, and in forming cooperation among individual members and attractions which become part of regional groups, 6) press and media support to be gained in the community; and 7) the production and distribution of effective and attractive promotional literature.

Emphasis was drawn several times during the four-day convention to **the need to close the "travel gap"** which is the difference between spending by Americans traveling abroad and foreigners traveling the U.S. Part of the effort to close this gap is the new attention by the

International Committee of DATO to promote the U.S. as a site for international conventions. The notion of "mini pow wows" was also developed by the committee. The parent of the mini pow wow, the full-sized, world-wide pow wows sponsored by DATO has been held to bring leading foreign travel producers from around the world together with American providers to a U.S. city for three days of sales meetings to develop a greater variety of Visit USA travel packages and to stimulate abroad more Visit USA promotion and sales effort. The mini pow wow would be restricted to promoting specific countries or areas, and travel producers from only those areas would be invited.

Another seminar was dedicated to discussing **what the automobile means to travel and the tourism industry**. Robert C. Olney, marketing director of the National 3M Company, revealed statistics that were recently compiled from a national survey of the travel market conducted by 3M. Olney noted that 85% of America's vacationers will "get away from it all" in an automobile. He said Americans are now mostly insisting on flexibility in their travel and vacation plans, and the automobile is the means to that flexibility.

Some results of the 3M survey: 17 percent did not know all the states they would visit before they left home. 52 percent did not know the cities they would visit during their vacation. 70 percent do not make room reservations within 24 hours of their stops. The average vacationer was away for 12.3 days during 1971, and traveled 2,387 miles on his trip.

Despite the "flexibility trend" 71 percent of the auto vacationing families interviewed visited a state information center and even more listed maps and directories, friends and relatives as playing big factors in the laying of their vacation plans.

Half of the vacationers said that they need, and would want in the future, more information about places to visit and things to do.

The survey additionally noted that the husband and father is the most influential member of the family in selecting a vacation area (at least 65 percent of the time).

Still another convening heard Wayne Gallagher, Six Flags' vice president of administration who asserted "*We (the travel industry) are only limited by our vision and willingness to cope with today's changes in life styles, costs and governmental influences.*" He added, it is compelling that "everyone in travel become active in either supporting legislation on local, state and/or national levels, or fighting it." Gallagher said the success of Six Flags, a private amusement subsidiary of Penn Central Railroad, and *the success of any attraction can be traced to six guiding principles: maintaining a single-price (for admission, all rides and attractions) park; utilizing young, fresh students as help; maintaining a high degree of landscaping and construction; complimenting rides with live shows; adding something new as an attraction every year, and keeping everything very clean.*

The number one problem in 1980, as one seminar stressed, for the travel industry and local, state and federal government agencies involved in travel development will be the lack of professional personnel to serve the traveling public. Dr. Donald E. Hawkins, research professor at George Washington University, ran a survey that disclosed the following **problems facing the travel industry now:**

- 1) Communicating travel's impact on local, state, regional national economies.
- 2) Training professional, technical and service personnel for the travel industry.
- 3) Establishing comprehensive and coordinated plans for directing the growth of local, state and regional tourism.
- 4) Collecting, measuring and analysing travel/tourism data.
- 5) Providing transportation facilities and networks to tourist areas.

By 1980 the biggest problem is indicated to be training professional, technical and service personnel for the travel industry. Providing transportation facilities is shown to be the second biggest problem with communication travel's impact on local, state, regional and national economics as fifth of the major problems.

The last topic for delegate discussion was "**Customer Relations.**" Addressing this session, Robert Elmore of the Chattanooga Convention & Visitors Bureau, stressed that "Satisfied customers are a city or region's best salesmen." Here are some of the ideas suggested for "Stopping 'Through' Traffic": travel shows, news releases, state welcome centers and local information centers staffed by those who have been specifically trained; utilizing public service TV announcements or donated TV time by name entertainment headliners; outdoor and other highway information signs (while preserving highway beauty); working with state and local educational institutions to increase while preserving historic, scenic and recreation areas; even "grass roots" programs aimed at members of the hospitality industry, such as taxi and bus drivers, (to insure cordiality from the moment of a visitor's arrival). All these efforts would work to make the visitor an unofficial salesman for the city or region.

Indiana's Tourism Division has been using many of the ideas expressed at the convention. The rest of this year and much of 1972 will see increased television promotion of Indiana as the place that offers the opportunity to be free and happy. Travel shows will be scheduled only for cities and events within the state, but as a new approach to selling Indiana as a part of a larger region, Indiana will join Illinois and Ohio in a coast-to-coast traveling showcase display of things to see and do. DATO will sponsor the showcase. In addition, contests, floats, speakers bureau, and the uniformly successful summer information program using college students will be re-instituted by the division.

SALESMEN ALL

by Dan Manion

Director, Industrial Development Division



Dan Manion

The Industrial Development Division works toward two goals: Working with out-of-state industry to attract them to Indiana, and working with Indiana's existing industry to encourage them to expand locally.

But a more inclusive effort for a state to win industry's favor is community development. This is a much more long-range activity, which includes communicating with local leaders interested in industrial growth, visiting the various towns to get first-

hand information on the local assets and liabilities, and providing information and advice concerning the many details that go into preparing an area for economic expansion.

As pointed out in a previous issue, we rely heavily on those professionals (realtors, utility men, chamber of commerce, bankers) who have a profit motive in industrial growth. They, as much as anyone else, are the real experts who must sell the community.

The salesman, however, must include more than these obvious professionals. Few, if any community has absolutely everything. But one of the deciding factors in any industry's choice for a plant site is the attitude of the local people. Therefore, *everyone* must, in his or her own way, be a salesman.

A gas station attendant who enthusiastically gives directions, a waitress who takes pride in good service, a pedestrian who offers assistance, each can make the difference in giving a good impression to a stranger who may be the decision-maker in locating a plant.

The community's attitude toward local resident industry is also very important. Experience has shown that one of the best indicators of business conditions in a town is the manager of a local plant: if the prospect finds him satisfied, the prospect is likely to draw a favorable impression of the town. But if the local man complains that labor is not productive, or that the community doesn't cooperate or care about his problems, then the prospect will probably lose interest. And if that dissatisfied local industry should need to expand someday, chances are that expansion will happen someplace else.

The Industrial Development Division's community development program is not designed to provide all of the answers to local problems. It doesn't have them. But frequently by talking to several leaders in a community, it can help bring some of these problems to the surface. Once this is done the local people, by talking together, can solve it themselves.

An experience of two years ago will make the point clear. I had been asked to speak to a small community's chamber of commerce. After a brief presentation, I asked for questions. The first complaint directed to me by a local plant manager was that while everyone talked about new industry, no one ever asked him what he thought. He said that his company was planning an expansion, and that he was looking elsewhere. Before I could comment, another businessman asked the plant manager why he didn't tell some of the local leaders. A heated discussion followed; for an hour debate, argument, agreement and resolve over a number of issues filled the room.

When a lull finally came, one man stood up and said that was the best meeting their chamber had ever had. He said that very month they met and methodically approved reports and voted on trivia, but that this time they really layed the cards on the table, and discussed and worked out more problems than ever before.

The industry did expand in that town: the local leaders started talking to each other, and by doing so found in each other solutions to what otherwise could have festered into serious problems.

We in the Industrial Development Division have since talked to a number of local service groups and visited many communities. We intend to continue. *We cannot solve your problems for you, but we want to help you solve your own.* While these visits will enable us to know your town better, they will also help us to compare yours and others. Hopefully we can pass on some good ideas on financing, industrial sites, office buildings and other community development projects that have been successful in other towns.

If you have some ideas, or if you need some, let us know:

Department of Commerce
Industrial Development Division
336 Statehouse
Indianapolis, Indiana 46204

HISTORIC HOOSIER HILLS

RESOURCE, CONSERVATION
AND DEVELOPMENT PROJECT



Each weekend, endless streams of families and friends attempt to escape the confinements of urban living. More and more urbanite weekend campers, sight-seers and others are using our freeways and byways in the quest for that patch of nature they hopefully will not have to share with everyone else.

It seems that over night deserted fields are transformed into vast horizons of new homes, each supposedly complete with the quiet and freshness of country living. Man-made lakes quickly swarm with droves of those seeking waterfront properties with views. Many areas of recreational enjoyments have become commercialized and have resultingly lost much of their natural charms . . . There is an exception.

One location of 1½ million acres of pre-industrial, nineteenth century simplicity does still exist, uncontrolled by man's commercialism. Nothing has to be done to "fix it up", it is here—as it has been since nature created it.

That untarnished area is the eight counties of Southeastern Indiana, better known as Historic Hoosier Hills.

This quadrant of the state, known as the birthplace of Indiana because of the influx of settlers coming into the territory from Kentucky and Virginia, consists of Dearborn, Franklin, Jefferson, Jennings, Ohio, Ripley, Scott and Switzerland counties. Together, they form caches of untapped natural wealth. And just beyond this area, within a radius of 75 miles, approximately 4 million people live in the Indianapolis-Cincinnati-Louisville triangle.

Well-Kept Secret

by M. P. Dalrymple
Senior Planner, Division of Planning

The spaciousness of the region is indisputable—one person per eleven acres. A visitor finds thousands of indolent acres of rolling woodlands, scenic overlooks and fast-flowing streams. Each panorama, each turn in the road, is another page out of the raw and rural past.

A trip down Historic Hoosier Hills' 60 miles of the Ohio River, is to recapture Indiana's pioneering days when Aurora, Rising Sun, Vevay, and Madison were thriving ports of call, and together formed an active artery, pumping settlers into America's heartland.

Examples of pre-Civil War architecture abound. A visit to Oldenburg immediately discloses why it is referred to as the "Old World Village of Spires." Jennings County claims the earliest railroad underpass west of the Appalachians, plus the state's only National Wildlife Area. Log houses, still in use, can be seen throughout Ripley County. Pigeon Roost Shaft at Scottsburg is a vivid memorial to the state's last Indian massacre of settlers.

The area "bulletin of activity" seems unending—recreational events, antique shops, unexploited church records and cemeteries steeped in early American Heritage, lore and color.

In the Historic Hoosier Hills one can go to a turkey shoot with a muzzle-loader, buy a 40¢ banana split,

observe the world's steepest non-cog railroad, dig for Mastodon bones, see Indian mounds, or go on a safari. Or ride a canal boat on one of the nation's few remaining operating canals or cross the Ohio River on a small side-wheel ferry boat. Or ride a stage coach over routes identified with the underground railroad, Morgan's Raid and Clark's encounters with the Indians' League of Six Nations.

More than a few days are needed to do all there is to do and see all there is to see in *Historic Hoosier Hills*.

The first quarter of the nineteenth century showed Southeastern Indiana the most densely populated portion of the state. From 1822 to 1840 every Indiana governor was from there plus many historically well-known statesmen, artists, and authors.

Poor soils, leading to agricultural retardation, along with the advent of railroads and better roads, drew much of the population north. In 1930, there were not many more inhabitants than in 1850. Today, there are even fewer.

Gradually, however, the area is again experiencing growth—but of a different sort. Whereas in former days, a thriving commerce set patterns of growth, its future opportunities lie in its wealth of natural beauty and historical heritage. Hoosiers can take pride in this, the Historical Hoosier Hills, an area on the comeback.

HISTORIC HOOSIER HILLS—REGIONAL PLANNING IN ACTION

Much credit for improving Southeastern Indiana's economic hope for the future can be given to a cooperative effort by federal, state and local agencies that are working in a self-help endeavor called the *Historic Hoosier Hills Project*. The entire concept is one of local citizenry in control of local planning and decision-making. What makes it unique is that eight counties of their own volition are working together on a regional basis. Those issues which are strictly local matters are still resolved as they always have been. Those affairs, however, which concern them all are jointly resolved. Projects of this nature take time in a democratic society, but this one is working—and without federal monies!

It all began in 1969 as a Resource Conservation and Development project, and is sponsored by the Soil and Water Conservation Districts, various boards of commissioners, cities and towns.

The State Department of Commerce, through its Division of Planning, Economic Research and Tourism Divisions, donates staff time toward coordinating state and other activities.

HISTORIC HOOSIER HILLS

DEARBORN

1. HILLFOREST MUSEUM: Noted for "steam-boat gothic"
2. COURTHOUSE OVER 100 YEARS OLD
3. LOCURY MASSACRE: Aug. 24, 1781
4. AURORA FERRY: One of last on Ohio River
5. CENTURY OLD CHURCH SPIRES and river scenery
6. VANCE TOUSSEY HOUSE (1816): Example of Indiana Federal architecture
7. BARRY SIMONSON HOUSE
8. WORLD'S LARGEST DISTILLERY
9. MINIATURE R.R. CLUB: the "Cinder Sniffers"
10. INDIANA'S FIRST "SKYSCRAPER" (3 stories high): 1819
11. BIRTHPLACE OF FIRST HOOSIER WHITE CHILD
12. SECOND LARGEST CRANE ON OHIO RIVER
13. BRIDGE BUILT BY JAMES B. EADS: Only Indian in Hall of Fame
14. OLDEST CHURCH IN INDIANA still holding continuous services

JEFFERSON

38. MADISON REGATTA: World's largest unlimited hydroplane races
39. STEEPEST NON-COG RAILWAY in world (1835): Still in use
40. HANOVER COLLEGE (1828): View of Ohio River
41. BLACKSMITH SHOP RUINS: Was underground station
42. CAMPING AND BOATING FACILITIES
43. KING'S MUSEUM: Indian and old timers' relics
44. CHIEF WHITE EYE MONUMENT: Last Indian chief to live in area
45. JEFFERSON PROVING GROUNDS: Major ammunition testing center. Untouched natural beauty
46. ELUTHERAN COLLEGE OF LANCASTER: First integrated U.S. college
47. INDIAN MOUNDS
48. NEAVILLE'S GROVE: Old settler's meeting place
49. CLIFTY FALLS STATE PARK
50. HANGING ROCK WITH WATERFALL
51. BROADWAY FOUNTAIN: Moved from Philadelphia's World's Fair

JENNINGS

52. VERNON RAILWAY UNDERPASS (1837): First west of Alleghenies
53. HERITAGE HOUSE (1838): Old tavern inn and stage coach stop
54. TUNNEL MILL: Carved through limestone to carry water for power
55. VERNONOS BATTLE (July 11, 1863): Where Morgan's Raiders were stood off
56. QUAKER CEMETERY: Grave of Joshua Milhouse (Pres. Nixon's grandfather)
57. MUSCATATUCK NATIONAL WILDLIFE REFUGE: Only one in Indiana
58. CROSLY AND BRUSH CREEK STATE FISH AND WILDLIFE AREA
59. BIGGER TOWNSHIP: Home of President Nixon's mother
60. BROOMSAGE DUDE RANCH: Site of cave and underground railway stop

FRANKLIN

16. COVERED BRIDGE still in use
17. VISTA: Top of English Hill Road
18. REDBUD TREE: Largest in diameter in Indiana
19. CEMETERY: Contains one surface burial grave
20. UNIQUE FARM BUILDING ARCHITECTURE
21. BLUE HERON ROCKERY: still in use
22. BROOKVILLE LAKE: 5,000 acres of water
23. COVERED BRIDGE: Not in use
24. HISTORICAL MARKER LOCATING GREENVILLE TREATY LINE
25. FRANKLIN COUNTY PARK
26. LITTLE CEDAR BAPTIST CHURCH: Oldest in Indiana on original foundation
27. HOME OF THREE GOVERNORS, A SENATOR, plus writers and painters
28. MEYNKE HILL VISTA
29. CONGLOMERATE ROCK: natural deposits
30. MINNEMANN SCHOOL HOUSE: Unusual stone architecture
31. OLDEST COUNTY HOUSE: Made of logs
32. OLDEST BARN IN COUNTY
33. CANE SORGHUM MILL: Still active
34. WHITEWATER CANAL STATE MEMORIAL
35. METAMORA: Canal town
36. OLDENBURG: Known as "Old World Village of Spires"



61. "SALTBOX" HOUSE: Noted for unusual shape and architecture
62. OLDEST COURT HOUSE IN INDIANA
63. SPEAKMAN HOUSE (1846): Built in old Indian mound. Stage coach stop and underground railway
64. HATHAWAY BUILDING: First post office in Indiana
65. "HOOSIER BOY": Fastest boat on Ohio River
66. FORT ANCIENT PEOPLE (1400 A.D.): Artifacts found around Ohio River
67. HARTFORD: Flatboat center in 1820

RIPLEY

70. HOME OF NATIONAL MUZZEL LOADING RIFLE ASSOCIATION
71. VERSAILLES STATE PARK: Second largest Hoosier state park
72. TYSON METHODIST TEMPLE
73. COURT HOUSE (1861): MORGAN'S RAIDERS HEADQUARTERS
74. GORDON'S LEAP: Grave robber's leap to death
75. BUSHING COVERED BRIDGE
76. WALHILL DOWNS: Famous for pony raceway
77. "THE HANGING TREE": Site where desperadoes were lynched
78. RIPLEY COUNTY HISTORICAL MUSEUM

SCOTT

79. PIGEON ROOST MEMORIAL (1812): Last massacre in Indiana
80. QUICK CREEK RESERVOIR SITE
81. MARSHFIELD: Site of world's second train robbery (1868)
82. WM. H. ENGLISH STATUE: Vice-President candidate (1880)
83. HOME OF MORGAN PACKING CO.: World's largest privately owned food packing plant
84. GENERAL MORGAN'S HEADQUARTERS when in area (1863)
85. CLARK GRANT: Part of payment to General George Rogers Clark and his men (1781)
86. OLD OX CHURCH (1823): Still holds annual church services
87. SCAFFOLDICK CHURCH (1817): Services still held each Sunday

CINCINNATI

SWITZERLAND

88. MARTHA A. GRAHAM: Last of side-wheel ferry boats on Ohio River
89. MARKLAND DAM AND OVERLOOK
90. SWISS WINE FESTIVAL: Cheese Garden, whole hog sausage and Swiss-Bavarian entertainment
91. COURT HOUSE: Unusual architecture
92. BIRTHPLACE OF EDWARD EGGLESTON: Author of "Hoosier Schoolmaster"
93. SITE OF ARMSTRONG TAVERN: Oldest Masonic lodge in Indiana
94. ABANDONED GOLD MINE
95. INDIAN MOUNDS
96. NATIONAL HORSE PULLING COMPETITION

--- "the golden triangle
of opportunity"

On Preserving the Indian

by Sally Newhouse

It is accepted fact—as the white man moved into a region, the Indian moved out.

But Jim Lawton has brought the Indian back to Indiana.

Three years ago, the Lawton family settled their wares on the eastern bank of Eagle Creek Reservoir in the former J. K. Lilly house in Eagle Creek Park. The Lilly house had been given to the city and was standing vacant so the Lawton family was offered its lease.

Jim Lawton has instituted the Museum of Indian Heritage in dedication to the preservation and interpretation of Indian cultural heritage in North America. It would appear his avocation-turned-vocation was a natural step for him to take. Jim Lawton's grandfather began collecting Indian artifacts as a hobby. Tokens of Indian civilizations were more available then, according to Lawton, so the collection grew steadily. The commitment to the preservation and embellishment of the collection has been assumed by each following generation of the Lawton family until now it is their chief concern. Lawton and his wife and sons do everything at the museum except the art work. That talent is left to Ed Blackwell of Carmel, Indiana and Purdue University.



Museum director Jim Lawton is shown here explaining the Plains Indians' teepee. A screen can be electrically lowered, thereby converting the lecture hall into a little theatre for the museum's Indian films.

There is one main room on the ground floor of the museum that contains most of the artifacts and illustrations of the North American Indian. Because there is so much information about the contents of each display, guided tours are a must. Tours are conducted for individuals or groups as large as one hundred. Asked if he could foresee a day when the exhibits would be self-explanatory, Lawton said probably not; there is simply too much background about each collection to contain on display cards.



He would, however, like to have the captions that name each display printed in three languages besides English—German, French and Japanese. He explains that enough foreign visitors to Indiana industry frequent the museum to warrant multi-lingual captions.

The museum is not yet endowed with any "outside" financial assistance, therefore, all improvements have been afforded solely from admission fees. (Admission price for children is \$.90 and for adults \$1.40 unless an adult group includes twenty or more in which case all are admitted for the children's price). To warrant endowment monies the museum had first to prove its ability to support itself. For each of the three years of its existence, the museum has proven its solvency. In fact, the museum has proven so successful that a new five room addition is currently under construction (one of the rooms is almost completed. In this room, archeological exhibits portray America's ancient past when only Indians inhabited this continent. Archeologists have now shown that the American Indian populated this hemisphere at least 20,000 years ago).

For each tour a film that is compatible with the age group visiting is shown in the museum theatre in the basement. The museum proudly maintains a film library of more than twenty films with intentions of acquiring

more as the budget and film quality warrants. Also downstairs is an authentic life-size Plains Indian Teepee and a sun-lit room adjacent to the film room where students who have brought their lunches can eat.

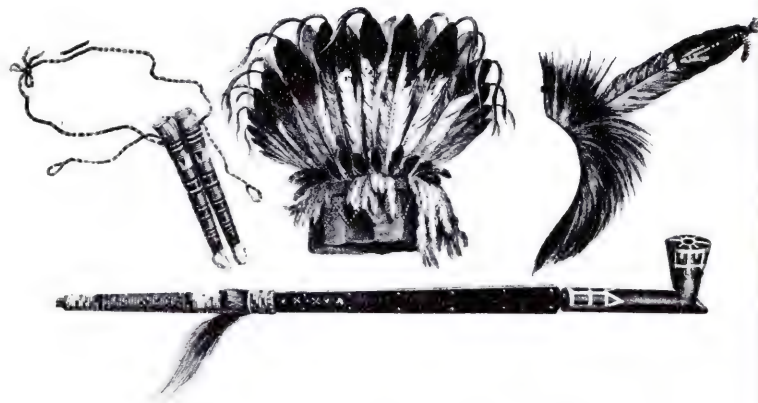
Presently on the main floor adjacent to the room-of-displays is the gift shop. Plans are for the shop to be moved to the second floor since not only does it offer inexpensive Indian artifacts, like broken arrowheads with a going rate of 2 for 5¢, but jewelry and art objects as costly as \$350. Everything sold in the gift shop is authentic Indian.

As Jim Lawton noted, "One of the museum objectives is to open markets for authentic Indian made handicrafts to provide a source of income for American Indians. The prices are reasonable, for they are established by the Indian craft workers. Accordingly, Navajo silver work and rugs can be purchased at reservation prices. The Indian handicraft in the shop comes from all over the United States and Canada. The gift shop also offers select books and publications written by lending ethno-historians and covering all phases of America's Indian heritage."

Tours usually run an hour, sometimes a smidgen more. There is a museum membership program. As it grows with the museum, Lawton sees the days when tours will be led by members who have been trained in Indian lore. Right now, he and his wife give all the tours.

The Lawton intention is to make this museum "one of the outstanding culture attractions in the Midwest." Eagle Creek Reservoir appropriately encompasses the museum, rich in history, with a park rich in natural bounty. Maybe someday a restaurant, a large endowment, even wide public acclaim. There's no end to the plausible visions. Right now though, there's a dream working its way to reality for the Lawtons and a cultural experience ripe for public participation. For further information or tour reservations, call or write:

Museum of Indian Heritage
6040 Delong Road
Indianapolis, Indiana 46254
317-293-4488



INDIAN UTENSILS AND ARMS

Two Indiana Events Rated Tops

Discover America Travel Organizations in Washington, D.C. has named two Indiana activities to its lists of November's and December's Top 20 U.S. Travel Events.

One of the Hoosier activities, beginning November 5 and continuing through December 8, is the **Mid-States Art Exhibition centered at the Evansville Museum of Arts and Science**. Artists living within a 200 mile radius of Evansville are eligible to submit three entries. Categories include painting, prints, sculptures, mobiles, and collages.

The second event is "**Pioneer Christmas**" celebrated for three weekends in December, the 4th and 5th, 11th and 12th, and 18th and 19th, by the Conner Prairie Settlement in Noblesville. A pioneer family's preparation for Christmas, including wool spinning, knitting, embroidering, and cooking in the kitchen's fireplace, is enacted at the William Conner Home.

Events comprising the monthly lists are selected by D.A.T.O. from nominations made by state and territorial travel directors.

Kay Wood Joins Lt. Gov. Staff

Miss Kay Wood, who has served on the personal staffs of four state officials, has joined the staff of Lt. Gov. Richard E. Folz.

Miss Wood, 32, of Indianapolis, was a secretary to former Lt. Govs. Crawford Parker and Richard O. Ristine and served as administrative assistant to former State School Superintendent Richard D. Wells. She was executive secretary to Republican State Chairman John K. Snyder when he was state treasurer and has been his executive secretary during his tenure as state chairman.

She is a former employee of the Indiana Manufacturers Association and the Indiana Restaurant Association.

Miss Wood will function as a legislative aide to the lieutenant governor and the Indiana Department of Commerce.

Inside the Department:

Sheri Dunnington, assistant director of the Tourism Division, represented the division at the annual Lincoln Heritage Trail meeting in Springfield, Illinois on October 12 and 13.

During the month of October, **Sonya Saunders** of the Office of Consumer Affairs spoke to several groups around the state. She encouraged youth and student involvement in consumer affairs. On October 20, she addressed the Republican Women's Club in Rushville in a consumer-oriented discussion. The possibilities of continuing consumer information through fliers and public advertising were discussed between Miss Saunders and Kroger grocers after she helped dedicate a new store on October 26. On October 27, she again spoke about youth involvement in consumer affairs with two high school classes in Greencastle. Later on the 27th, she addressed the Greencastle Rotary Club about community involvement in consumer affairs.

Juanita Jahn of the Division of Economic Research and **Craig Norman** of the Planning Division attended the Indiana Economic Forum in South Bend on October 27.

Ted Schulenburg, director of the Planning Division, moderated one session of a two-day conference on "Higher Education in a Changing Society," at Indiana State University, Terre Haute on October 19. Associate director **Jack Wood** served as the principal reactor to the last evening session of the conference.

Phil Grebe, a native of Madison and a graduate of Hanover College, has joined the staff of the Industrial Development Division.

On October 6, **Dan Manion**, director, and Phil Grebe of the Industrial Development Division attended the area development council meeting and conference in Terre Haute. That same day **Brett Keene** was in Logansport to tour local industries.

Keene and Grebe spent October 13 in Vincennes and Sullivan examining the industrial development potential in those cities. Also that day, **Ned Hollis** of the Industrial Development Division addressed a businessmen's group in Bainsbridge explaining ways to attract new industry.

On October 15, Manion and Hollis attended the 50th anniversary of the R. R. Donnelley Company in Crawfordsville.

Export Financing in Indiana

David M. Proctor III, Vice President
International Trade Division
The Indiana National Bank, Indianapolis

This and other articles on International Trade are found in the "Indiana International Trade" publication, published by the Division of International Trade, Indiana Department of Commerce, 336 Statehouse, Indianapolis, Indiana 46204, 317/633-4450.

THE RAPID GROWTH OF EXPORT TRADE EXPECTED OVER THE YEARS JUST AHEAD WILL REQUIRE THE EXPANSION OF INTERNATIONAL FINANCING EXPERTISE THROUGHOUT THE STATE.

The Federal Reserve Bank of Chicago, in its December 19 "Bulletin", anticipates a jump in U.S. exports from some \$37 billion in 1968 to \$50 billion by 1973. Because the five-state area of Indiana, Illinois, Wisconsin, Michigan, and Ohio is highly industrialized, but traditionally has lagged behind other industrialized areas of our country in its relative export effort, the Fed went on to predict that the major export rate of growth will come from this area in the seventies. Our banks and industry are now compelled to adjust to the needs of this anticipated tremendous growth.

Specifically the task before us requires:

- a. Ability and willingness on the part of Indiana exporters to sell an increasing volume of goods and services on deferred payment terms;
- b. Readiness and capacity on the part of the U.S. export credit insurance system to absorb and to spread efficiently and economically the resulting heavier exposure to commercial credit and political risks involved in sales to the older as well as to the many newer overseas markets;
- c. Adequate and readily accessible international financing facilities to tap a variety of sources of loanable funds.

This review is to address ourselves to the three specific challenges and to bring to focus the measures designed to make available to our local businessmen the indispensable credit and financing mechanisms. Exporters require the tools with which to transact the mounting volume of exports on a basis which is sound and mutually advantageous to the U.S. balance of payments, the State of Indiana, our industry and agriculture, and our State's banks, and to the many trading partners overseas.

Are our State's manufacturers taking advantage of export opportunities?

Ostensibly, they are. Latest figures rank us 38th in size, 11th in population, but 9th in terms of exports among the other 49 states. Foreign trade is a vital factor to the State's economy, with more than 400 firms each exporting more than \$25,000 annually. Indiana's geographic location, supported by a strong transportation industry and a unique converging of interstate highways, extends its importance as a distribution point for its own products as well as those from neighboring states.

But the statistics are somewhat misleading. Too few companies are doing the lion's share of exporting. Nationally, a special survey conducted by Business International found that 149 firms accounted for one-third of the U.S. manufactured exports and one-quarter of total exports in 1967. Too many of our companies have exportable products but don't export; likewise, too many of our firms export some but have not made the management commitment to expand sales (and profit) to export markets. Is this because credit information or indeed financing itself is too remote for the would-be user?

Oddly enough, only about 25% of U.S. exports now move on credit terms; however, financing is to become an increasingly important factor in our export expansion drive "with possibly 35% or more of exports financed by credit during the 1970's" according to Federal Reserve estimates. In order to expand Indiana exports over the next decade it is clear that the ability and willingness on the part of the exporter to sell an increasing volume of goods and services on deferred payment terms will become an important issue. The alternative is to reduce exports, which neither the State nor the country can allow or afford.

Available U.S. Programs

In the U.S., we have a credit insurance system similarly structured along the lines of those established in the United Kingdom, major European countries, Canada and Japan. In fact, we have two separate and distinct systems operating side-by-side: a guarantee and medium-term credits operated by the Export-Import Bank of the United States, Washington, through the international departments of U.S. commercial banks; and the credit insurance system administered by the Foreign Credit Insurance Association (FCIA) of New York, with Exim-bank participation.

FCIA, an unincorporated association of more than seventy leading insurance companies offers the exporter protection for both short-term and medium-term credits under comprehensive policies covering the buyer's insolvency or protracted payment default, as well as non-payment resulting from prolonged exchange transfer delays and other named "political risks," such as war, revolution or expropriation. If the exporter has prepared himself to assume the commercial credit risk of insolvency and protracted default, FCIA will insure against political risks only.

By endorsement, any FCIA policy may be extended to cover preshipment risks, consignments, and sales from consigned inventories maintained abroad. The proceeds of any FCIA policy may be assigned to a commercial bank or other institutions financing the transaction.

Bank Guarantees

FCIA short-term policies cover sales of any type product on terms of 180 days. They require exporter to insure all or an acceptable spread of his credit sales. The medium-

term policies, as well as Eximbank's guarantees, apply only to those products (mostly capital goods) which are normally sold in international trade on terms of 181 days to five years.

Under both medium-term programs, the foreign buyer must make an initial cash payment (normally 20%, exceptionally 10%) and sign promissory notes for the balance, or financed portion, payable in dollars, at a bank in the U.S., monthly, quarterly or semi-annually. In all cases, the exporter retains the uninsured percentage at his own risk.

Eximbank's guarantees are given not to the exporter as in the case of the FCIA, but to a U.S. commercial bank which agrees to finance the export transaction without recourse to the seller.

Unlike the FCIA comprehensive policy, Eximbank covers the commercial bank against only the political risks for the entire life of the transaction, requiring the commercial bank to assume all normal commercial credit risks on the early maturities (ranging from 18 to 30 months) of the promissory notes.

Also, through its long-term project loans to public and private entities abroad, Eximbank directly finances purchases of U.S. capital goods and related services, paid for from the proceeds of these loans.

Role of Credit Insurance

Just as export credit insurance has played a very significant role in the expansion of exports from Europe and Japan, it is also considered vital here in the U.S. to have the availability of an effective export credit insurance system.

In order for Indiana exporters to expand export sales these companies should have available locally through their bankers the export credit insurance facilities in order to meet effectively the credit terms enjoyed by the exporter's major foreign competitors. The exporter and his banker should not only be aware of credit insurance program available to him but take all steps necessary to improve our system so as to provide the utmost lubrication for our evergrowing requirements for export financing. To be fully effective, the credit insurance facilities must be made available for widespread use by trading and financing interests.

Role of Commercial Banks

The major banks of the State have been progressively expanding their global abilities in order to serve inter-

national trade and investment. If a foreign department is not available at bankers in a given city, international services are available through that bank's major Indianapolis correspondent. Major banks in Indianapolis, as elsewhere in the State, have greatly improved and diversified their services to Indiana international businessmen through the enlargement of their international divisions, establishment of branches and affiliates abroad, and the addition of qualified personnel. However, it is doubtful whether there is an appreciation of the significant extent to which Indiana banks already provide to what amounts to non-recourse financing to exporters. Bankers must continue to strive to bring the message and expertise of export financing methods to exporters throughout the State; we're doing a better job but it has to be even better.

As an example, local banks can issue letters of credit in favor of the Indiana exporter in sole reliance of the credit standing of the foreign bank of the purchaser of the goods or services. We extend lines of credit not only to foreign banks but also to foreign distributors and customers of Indiana exporters thus providing the dollar funds to pay for their imports from the U.S. The aggregate amount of these commercial bank credits in favor of or for the benefit of Indiana exporters (aside from those covered by export credit insurance or Eximbank guarantees) run into millions of dollars outstanding at any one time.

More importantly, leading banks in our state have made an indisputable commitment to create and expand a favorable export climate throughout the State; world trade information, services, and export financing facilities are available in the State.

But can they be termed "adequate?" The first question that an exporter asks himself is "when do I get paid?" If the exporter doubts whether he will in fact get paid or if a prolongation of payment would cause an undue burden, he would not be inclined to export. The availability of information for the exporter to make a sound credit judgment and to have export financing available to him will allow the exporter to make his foreign sale that he otherwise might not have made. I would tend to conclude that the services which are available are adequate but rather it is more a question of degree of utilization of export financing by exporters. The challenge before us is that exporting firms and their financing institutions work more effectively together to cope with the challenges implicit in the vast and rapid expansion of international business in the years ahead.

Christmas Safety

by Sonya Saunders

Director, Office of Consumer Affairs

AUTHOR'S COMMENT: After talking with Lt. Taylor I realized that I have usually lived in a near firetrap during the Christmas season and sheer luck has prevented possible destruction. I found his comments most helpful.

(please look to next page.)

With the Christmas season drawing nigh Lt. Kenneth Taylor with the Bureau of Fire Prevention of the Indianapolis Fire Department has given several recommendations that might keep your holidays happy.

This festive time of year annually causes excessive damages and heartache in many homes because of decorations, for example poisonous lead tinsel to short circuits in blinking lights. The following suggestions should be kept in mind when purchasing your Christmas decorations.

Artificial trees are strongly recommended for schools, churches, restaurants or any place other than a private residence.



Sonya Saunders

If you have a natural Christmas tree in your home it should be flameproof. Trees may be purchased flameproofed for an added cost or you may do it yourself. Here is a simple home formula that may be used:

16 oz. borax

8 oz. powdered boric acid

Thoroughly dissolve the above in four (4) quarts of very warm water. Use any kind of hand sprayer and spray the tree from top to bottom with special attention inside around the trunk.

Usually needles around the trunk are loose and dry. For added protection let the tree dry and spray again with remaining solution. This may be done outside or in the garage.

The solution will leave a silvery sheen, but this will not harm a live tree in case you plan to plant the tree later and it will wash off in the first rain. All cut trees should be in a water stand to keep the tree moist. Natural wreaths and branch decorations should be sprayed also.

Flocking may be used on the tree before or after but check the label . . . some flocking contains carbon tetrachloride and when combined with heat (such as hot bulbs, faulty wiring) produces a deadly gas. (And never try to burn the whole tree in the fireplace).

Labels for all flammable decorations should be checked for flameproof indications such as sheets or cotton used at the base of the tree. These may also be made flameproof from the same formula used on the tree. Just dip it in the solution—don't wring it out—and allow to drip dry.

Many decorations are packaged flameproof like crepe paper sheets and streamers. Again read the labels.

In the area of light decorations the public is urged to buy only string lights or electrical decorations that are UL (Underwriters Laboratories) approved. Look for the UL seal on the cord.

No electrical ornaments or light should be placed on an artificial tree because of the metal and the risk of a short circuit. Anyone touching the tree could receive a burn or shock that could be fatal.

Some stores tend to sell the cheapest brands of electrical ornaments which are flimsy with exposed wires around the bulbs and faulty plugs. These are imported and are not required to meet the U.S. standards; therefore, they are not UL approved. For a dollar or so more you could have safer ornaments, plus replace bulbs easier, meeting the U.S. standards.

It is also advised that only UL approved outside lights be used on the exterior of the house or yard trees. The

bulbs and cords are specifically made to keep the weather out. They will cost a little more but may prevent a fire hazard. For an added precaution tree lights should never be left on for a long period of time or remain unattended.

One long extension cord is recommended more than several short connecting cords. There is less chance of cords coming apart and with 3-way connectors there is a tendency to overload the circuit. Also never put an extension cord under a rug or nail to the wall.

There are line fuses that may be easily purchased at any auto supply store and spliced into the extension cord line. This will act as a circuit breaker. If any overload occurs this fuse will be blown and the current will not damage the house load.

Need—10 amp. fuse (no stronger)
'in-line' fuse
extension cord
electrical tape
sharp knife
pliers

Separate the two (2) wires of the extension cord about three (3) inches with knife. Clip one wire and expose both ends, twist the ends with the wires of the 'in-line' fuse with pliers. Secure with electrical tape. Insert 10 amp. fuse in the 'in-line' fuse, snap closed.

There is also an outside socket which is weather proofed. In this case, you need a 15 amp. fuse and outside socket to add to the extension cord. The above procedure is used to assemble the socket.

If you are unsure of these simple procedures consult your electrician.

Another reminder—as gifts are unwrapped and the kids are waist deep in paper, ribbons and boxes, immediately put the wrapping in a plastic bag or other container and dispose. Christmas wrappings are flimsy and usually highly flammable. The careless use of a cigarette could all too easily ignite the wrappings.

Reading labels can't be stressed enough. By law flammability has to be stated. For example there are candle holders on the market which are highly flammable and because the labels state this, they are legally sold despite their being dangerous.

The Food and Drug Administration's Bureau of Product Safety met with lead tinsel manufacturers and lead foil suppliers and they agreed to—stop manufacturing lead tinsel on or before Christmas 1971 and to—stop sale of lead tinsel on or before January 1973. These dangerous, even deadly, lead icicles are unnecessary since they can be and are being supplanted by similar less toxic tinsel. The label will state the contents of the icicles.

If you have specific questions or need more information consult your local fire department before you make your holiday purchases. **Don't be a 1971 fire statistic. Be safe, be wise—read labels and ask questions.**

John Dillinger, Is that You?

by Paul W. Barada

Since 1934, it has been thought that John Dillinger was buried in Crown Hill Cemetery in Indianapolis. In 1970, however, two men co-authored a book, entitled Dillinger: Dead or Alive?, that alleges Dillinger could not have been the man buried in the tomb that marks his name.

The book Dillinger: Dead or Alive?, by Nash and Offen, is the basis of this feature article.

The infamous career of John H. Dillinger came to an abrupt end July 22, 1934, but doubts still persist as to the true identity of the man who died in front of the Biograph theater in Chicago.

As a young boy growing up in Mooresville and Indianapolis, John Dillinger had several encounters with the law. None, however, that were especially serious or that doomed him to a life of crime, until 1924 when he and another friend attempted to rob a Mooresville grocer of his weekly earnings. The grocer fought back and was pistol whipped in the process. The attempted robbery was a failure and, within a few days, both boys were arrested by the county sheriff.

While his companion admitted nothing, young Dillinger was promised leniency if he would plead guilty. Convinced of a light sentence, he entered a plea of guilty, without advice from an attorney. For his trust he received concurrent sentences of 2 to 14 years for conspiracy to commit a felony and 10 to 20 years for assault with intent to rob. John Dillinger was then 21 years old.

His companion in the robbery attempt, Edgar Singleton, asked for a different judge, pleaded not guilty, and through legal aid received a much lighter sentence, from which he was paroled in two years.

During his stay at the Pendleton Reformatory, Dillinger became friends with two convicts who were later to become notorious members of his "gang." Their names were Homer Van Meter and Harry "Pete" Peirpont.

After five years and four unsuccessful escape attempts, Dillinger was transferred to the Indiana State Prison in Michigan City. Another four years passed before he was granted a parole by Governor Paul V. McNutt.

What followed were twelve months of crime unparalleled in the Midwest. From June 1933 to June 1934, John H. Dillinger and company robbed banks throughout a seven state area, accumulating loot estimated at between five hundred thousand and one million dollars. During this period he also managed to escape from three "escape-proof" jails. The most daring escape was from the Crown Point, Indiana jail. His break for freedom was made using a wooden gun to convince the guard to open the cell, he then drove off in the sheriff's car.

During his escape from the Crown Point jail, however, Dillinger made a fatal mistake. He crossed the Indiana line in a stolen car. Under the Dyer Act, this was a Federal offense. Now the F.B.I. was called in to stop this criminal.

The first attempt to capture Dillinger and his gang led to the deaths of two men and the wounding of four others by F.B.I. agents. All of these people were innocent.

John Dillinger had the good fortune to have a common face. So common in fact, that many other men throughout the country were followed and often arrested for looking like the fugitive. On consecutive days he was reported to have been seen in East Chicago, Indiana; Dayton, Florida; and Tuscon, Arizona: quite a feat in the days before jet transportation.

Acting on another questionable tip that Dillinger would be at the Biograph theater in Chicago, the F.B.I. set up a trap that would catch the criminal, with no mistakes this time.

At 10:30 p.m., June 22, 1934, the movie "Manhattan Melodrama" starring Clark Gable ended and the audience began to leave the theater. Dillinger was spotted and the agents quickly moved in for the capture. According to accounts at the time, Dillinger tried to draw a gun, but he was shot down before he could fire. A bullet through the neck had killed him instantly. Officially, the career of John H. Dillinger had ended. Many unanswered questions remain, however, that cast doubt on the official version of Dillinger's death.

A recent book on his death contained, for the first time, the autopsy of Dillinger's body performed by Dr. J. J. Kerns. Prior to the printing of the book, *Dillinger: Dead or Alive?*, in 1970, the official autopsy had been "lost" since 1934. It states that the man shot in front of the Biograph had brown eyes. Every other report on Dillinger's physical appearance says that he had blue or greyish blue eyes, not brown. The gun that he was allegedly preparing to use, a .38 Colt automatic pistol, was traced through the Colt Patent Fire Arms Company. They show that the gun, serial number 119720, was sold for the first time to a company in Iowa five months after the Biograph shooting.

The man who was shot also wore prescription glasses. Dillinger's eyesight was perfect. Furthermore, the autopsy indicated that the dead man had rheumatic fever as a child. There is no record that John Dillinger ever had rheumatic fever.

Photographs of the body show a large scar in the area of the abdomen. Friends of Dillinger said that he had no such scar. Lastly, why was the body encased in cement by Dillinger's father, before the final burial in Crown Hill Cemetery in Indianapolis? So much cement was used as to prevent anyone from removing the body without destroying the remains. And who paid for this expensive burial? Not Dillinger's father, he was a poor farmer. At this point, it should be noted that none of the money that Dillinger stole was ever recovered.

The most interesting thing of all is a letter that was sent to the Indianapolis Star in 1959 by a man who claimed to be Dillinger. A second letter appeared in 1963, written by the same man, pointing out that the man who was shot had brown eyes. This piece of information wasn't known publicly until the autopsy was found in 1969. How did this man know??

John Dillinger's tombstone rests in Crown Hill Cemetery in Indianapolis with other noted Hoosiers, most whose fame was earned in a more illustrious fashion than Dillinger's: Charles Warren Fairbanks (Vice President under Theodore Roosevelt), Carl Fisher (conceived the Indianapolis Motor Speedway and founded Miami Beach, Florida), Benjamin Harrison (23rd President of United States), Caroline Scott Harrison (first President of the D.A.R. and wife of Benjamin), and many more.



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"WINTER"

PHOTO THIS PAGE

Lincoln Hills RC&D project (see p. 12)

INSIDE BACK COVER PHOTO

"CHRISTMAS"

PHOTO CREDITS

Photo on page 9Family Health

Photo on page 15Soil Conservation Service

All OthersIndiana Department of Commerce

THIS IS US—THE CULPRITS THAT KEEP SENDING YOU THIS MAGAZINE EACH MONTH. WE ARE THE DIVISION OF PUBLIC INFORMATION OF INDIANA'S DEPARTMENT OF COMMERCE.

WE SPECIALIZE IN SUPPLYING YOU WITH INFORMATION ABOUT THE ACTIVITIES OF THE DEPARTMENT. THE DEPARTMENT PERSONNEL CONCENTRATE THEIR EXPERTISE AND ENERGIES IN SIX AREAS: TOURISM, INDUSTRIAL DEVELOPMENT, ECONOMIC RESEARCH, INTERNATIONAL TRADE, CONSUMER AFFAIRS AND PLANNING (BESIDES PUBLIC INFORMATION).

WE IN THE DIVISION OF INFORMATION WANT TO HEAR FROM YOU. WE WOULD LIKE TO KNOW WHETHER WE ARE PRINTING WHAT YOU NEED TO READ IN THOSE SIX AREAS OF THE DEPARTMENT'S SPECIAL ATTENTION. WE ALSO WANT YOU TO TELL US YOUR QUESTIONS THAT RELATE TO OUR SIX SPECIALTY AREAS. WE WILL EITHER SUPPLY THE ANSWERS TO YOUR QUESTIONS OR TELL YOU WHERE YOU CAN FIND THE ANSWERS.

IN A WORD, WE WANT TO MAKE 1972 THE MOST INFORMATIVE YEAR FOR BOTH YOU AND US. BY USING AND ACTING ON ALL AVAILABLE INFORMATION, WE TRUST 1972 WILL BE A MOST PROFITABLE YEAR FOR COMMERCE IN INDIANA.

AS WE MOVE OUR WAY INTO 1972, PLEASE ACCEPT OUR BEST WISHES FOR A VERY MERRY CHRISTMAS AND MOST PROSPEROUS NEW YEAR.



Bill Watt



Sally Newhouse



Paul M. Barada



Joyce Stewart



Linda Watson



Debbie Lowe

Problem: Natural Gas

by Bill Watt

Director, Division of Public Information

Some Indiana industries which use natural gas face a bleak winter, with service reductions or interruptions far more widespread than last year's sporadic cold-weather cutoffs.

The gas industry believes it will be three to five years before the nationwide natural gas shortage is sufficiently reversed to restore normal service to those regions hit hardest.

The severity of the situation varies by region, by pipeline company, by gas utility, and by type of customer. The current opinion is that both the east and west coasts will suffer most, though it is difficult to generalize the outlook.

Spot checks with utility representatives indicate that parts of east-central and southern Indiana will be relatively unaffected. In other regions, major service problems are foreseen.

The shortage has been developing for years but became a matter of serious concern only during the late 1960s, when demand began escalating. (Gas accounts for about one-third of the nation's energy supply according to the Interior Department.)

In December 1968 the American Gas Association advised the Federal Power Commission that its member utilities were having trouble arranging long-term natural gas supplies. In early 1969, the same organization reported that, for the first time since statistics had been compiled, producers were dipping into the nation's known gas reserves. Production in 1968 ranged near 20 trillion cubic feet, while only 13.8 trillion cubic feet of new reserves were added.

In June 1969, gas users notified the commission that they expected isolated shortages in the coming winter, with conditions worsening in subsequent winters.

Production in 1969 depleted reserves by another 12

trillion cubic feet, meaning that the nation used up two-and one-half times as much natural gas as was found that year, the AGA said.

Some gas companies in the industrial Midwest stopped looking for new customers and warned existing users that they could not guarantee additional fuel for expansion projects.

There were spotty shutoffs last winter and prospects for 1971-72 winter months received a further jolt when the power commission approved plans by pipeline companies to reduce the available flow of gas in a 5-to-10 per cent range, depending upon the pipeline company involved.

A spokesman for one Hoosier gas utility said its "interruptable" clients were without gas about 20 per cent of the time during January, February and March last winter. The supply reduction, he said, means they will lose natural gas service from 60 to 80 per cent of the time during those months in 1972.

"Interruptable" customers are those who sign contracts with the understanding that they may be deprived of service during especially severe or prolonged cold weather. An interruptible contract gives them a substantial price break over the regular commercial rate and they calculate that money lost through brief shut-downs will be more than offset by the cost savings from this approach.

Most Indiana gas utilities will write interruptable contracts but virtually all of the documents specify that the customer must have a back-up energy source as a hedge against lengthy outages.

However, some industries have gambled that they won't be affected except during the coldest spells and have failed to make provision for alternate energy sources or equipment. They now face the definite possibility of extended plant closings during the winter months.

Utility spokesmen say industrial customers who've arranged for a guaranteed level of service probably will coast through the cold months without much difficulty. If it's a particularly bad winter, though, rationing might be imposed. That would run afoul of the contracts and the utilities would be caught between their commitments to customers and the inability of pipeline companies to make delivery.

Daniel A. Manion, the state's industrial development director, commented that the shortage has cost the state some new industry. He cited two instances in one city in which the lack of gas service was the basis for corporate officials' rejection of that city as a plant site.

W. W. Hill Jr., chairman of the Indiana Public Service Commission, said:

"There is virtually nothing we can do about the shortage except attempt to minimize inequities in distribution."

Fears persist among some Indiana officials and utility executives that the Eastern Seaboard would get the advantage from an FPC-monitored rationing system.

Why is there a shortage?

The gas industry maintains that limited profits don't justify investments in exploration or expanded pipeline capability.

FPC price limitations coupled, some say, with reduction of oil depletion allowances during the 1950s caused major oil producers to lose interest in the gas business.

The rate of new well drilling declined by 50 per cent from 1956 to 1970, during a period in which the demand for natural gas was increasing at a rate of 7 per cent a year.

In a recent speech, Richard Murdy of Consolidated Natural Gas Company forecast a 40 trillion cubic feet demand for gas by 1985. Current production stands at 22 trillion cubic feet.

Murdy said drilling costs rose 50 per cent during the last decade, a period which saw only slight increases in prices at the gas fields. He said that costs for future offshore drilling or production in Alaska will be far more expensive.

The FPC is now granting rate increases which could stimulate interest in production. Most raises are in the 12-15 per cent range.

With isolated exceptions, utility spokesmen contacted said they consider the current trend of rate increases to be a sufficient incentive to reverse the shortage.

But it probably will be several years before the impact assumes much importance.

Robert J. Cooney, chief engineer for the Public Service Commission, said there is "quite a bit of lead time involved in tapping new sources."

"As drilling dwindled during the 1960s, drillers made few attempts to upgrade their equipment; many went overseas, and others phased out their operations," he said.

"In some instances, they are 10 years behind in capital expenditures for gear and transmission equipment.

"It takes years to expand the carrying capacity by building new pipelines. Pipeline construction hasn't been justified under current supply levels."

A poll of some industry leaders results in estimates of a three-to-five year time lag before the current pattern of incentives begins to bear fruit.

The oil companies now are attempting to get additional government leases on offshore tracts on the Atlantic and Gulf coasts.

For the long haul, producers are looking to the Arctic Slope. The AGA estimates gas potential in Alaska at 325 trillion cubic feet. Getting the fuel from the Arctic to the contiguous states is one hangup. The tie between gas and oil in the Prudhoe Bay explorations is another.

Producers say they won't go into the North Slope gas business unless they can drill and pipe oil southward as well.

An AGA report has this to say:

"Revenue from oil is absolutely essential to the economic feasibility of continued exploration and development that could lead to the eventual discovery and production of the 325 trillion cubic foot potential of natural gas.

"Further, the principal operators of major Prudhoe Bay discoveries have stated publicly that nearly all gas reserves to date are associated with the vast oil reserves. The known gas reserves are either gas dissolved in the oil or exist in the form of cap gas overlying the oil."

Oil producing is clashing with environmental considerations. Opponents of a North Slope pipeline argue that it will cause irreparable damage to the fragile environment in the sub-Arctic. For one thing, oil has to be heated to flow in Alaskan pipelines, adversely affecting the permafrost.

Heating wouldn't be necessary for gas, but the producers are holding out for a double-or-nothing approach because of the financial outlook.

An environmental paradox in the North Slope controversy is the fact that natural gas is a very desirable fuel. Pollution control officials have said that, properly used, natural gas is essentially pollution-free.

That is significant in view of the fact that industries using other fossil fuels are engaged in expensive modifications for pollution control devices.

"You could find customers for gas at almost any price, just because of the savings on pollution equipment," one industrial development specialist stated.

Experiments are under way using **other gas sources**:

- pipelines from Canadian fields.

- importation of liquefied gas from the Mediterranean and Venezuelan producing areas.

- conversion of coal into pipeline-quality gas. A pilot coal gasification plant now is operating in Chicago.

- underground detonation of nuclear devices in tight rock formations to release trapped gas, a technique that, if acceptable, is at least a decade away.

Improvement Planning, Deadline - 1974

by Sally Newhouse
Editor

Indiana wants to accommodate the recreation needs of its residents and visitors. To prepare for future recreation needs, the Department of Natural Resources is working on an overall plan, completion date 1974.

The area of recreation is so complex that full treatment of the topic necessitates that it be broken down into sub-topics and each subtopic discussed completely before a general plan can be drawn.

To develop an overall plan, task forces have been appointed to study each subtopic, to discuss in depth all conceivable factors of Indiana outdoor recreation.

The tourism division of the Department of Commerce is participating in the task force assigned to study the role of private enterprise in outdoor recreation. Assistant director of the division, Linda Jester represents the state's support of tourism at these meetings.

The first meeting of the task force on private enterprise in outdoor recreation, led by John Bradley of the Outdoor Recreation Division of the Department of Natural Resources, convened November 9. The next one is scheduled for January.

The task force concerning private enterprise began discussion on the acknowledged fact that 75 percent of Indiana's land area lies in private farms or private woodlands. Also, a 1969 inventory of outdoor recreation facilities indicated that 40 percent belonged to private owners. The seemingly irreversible increase in recreational demand dictates that the state turn to the private owners.

The task force is charged with finding out problems private recreation-facility owners have and how the state can help solve them.

Some of the priorities named by both private owners and state personnel sitting on the task force include put-

ting up, on the limited access highways, adequate road signs that would indicate the various kinds of recreational activity available just off the highway; explaining more completely and distributing more widely information about private-facility availability (e.g., on gas station travel shelves); establishing a clear understanding of the role of state-owned and privately owned facilities; discussing zoning and financing for private recreation facilities; and discussing accident liability as it relates to private areas.

Indiana is currently following an outdoor recreation plan approved in 1970 by the Bureau of Outdoor Recreation of the U.S. Department of the Interior. The maximum approval any state can earn from the Bureau under the Land and Water Conservation Fund is five years. In other words, a state plan proposing a five-year outdoor recreation goal can win no approval or any variable up to the optimum five years. In 1970, Indiana was one of only four states to be granted a four and one-half year endorsement of the original plan. No state earned complete (five year) approval.

Ten million dollars constitutes the federal Land and Water Conservation Fund. According to the fund, no state obliges monies for projects. Only the federal government and local communities do. The state works as the liaison, the administrator who draws up the plans and sees that they are carried out.

In preparing the 1974 plan, several new considerations must be treated, for example, urban impacted areas and citizen-user studies. When the plan is drafted in its final form, all known aspects of outdoor recreation will have been considered.

CONFIDENTIAL

by Dan Manion

Director, Industrial Development Division



"—But whatever you do, keep my name confidential."

Who said it? A mysterious benefactor who has just donated a large sum of money to charity? A tipster who has just given some hot information to the police? An opportunist who has just turned in his best friend for income tax evasion?

None of the above. This precaution is standard operating procedure for the various prospects who contact the Industrial Development Division for plant location information. Because

of this mandate for anonymity, we use a code number to identify the prospect. Thus, each person on our in-state mailing list is asked to send the information requested to us, and we will forward it to such mysterious companies as 1102-L or 1005-L (the "11" is for November, the "02" is for the second prospect received that month, and the "L" is for 1971).

There are many pros and cons to the use of this system. And, I might add, we receive occasional questions as to whether these requests are really from "pros" who are genuinely seeking to locate an industry, or whether they are from "cons" who want people to grab at straws and go to a lot of effort for nothing.

Most of the men we deal with are true professionals and genuine prospects. The value of time alone dictates that they not reveal their corporate name.

Granted, to know the name of an industrial prospect is an advantage—if you're the only one who knows. Consider the condition if everyone were to know the name. Usually the prospect is looking in three to five states. Our own mailing goes to about 450 Indiana people who have a professional interest in new industry. Say thirty to forty of these people contact this prospect by phone or by letter with a follow-up call. Then multiply this by at least three states. In about ten days, this barraged industrialist would receive a minimum of 100-130 phone calls. In addition, there are other reasons.

Frequently, many people who work for the company

are not aware of the projected expansion. The leaking of such information often generates rumors of transfers, promotions, shutdowns and detrimental speculation in general. A serious management problem could develop if news of the new plant were to spread. The equation is simple: the fewer people who know, the less the chance of rumors.

Also, an industry considering expansion, or especially a re-location, has to consider the affects on the community where it is currently located. Again rumors can cause serious speculation, and the ensuing political pressures coupled with apprehensive talk of unemployment and economic decline can unnecessarily upset a town. This puts the industry on the defensive and causes serious delays in their location effort.

Unions are also a factor. Most executives want to avoid any friction because of misinformation which could grow out of "hearsay" that the company is considering a move. This becomes especially touchy around the time of negotiations for contract renewal, a time when we find more than a few industries out looking.

Probably one of the biggest reasons for secrecy, however, is consideration for the community where the industry might move. For instance, if an announcement were made that a new industry was looking at the town, rumors would again fly. If in the end it went elsewhere, uninformed citizens would think that someone goofed and that they had lost a sure thing. And the industries personal interest is also at stake. Land prices could be driven up by speculation, and what was once a desirable location may be put out of the running.

Not all industries insist on remaining incognito. A few will even release their name to everyone, even when aware of the ensuing deluge of calls. But this is rare. And while every chamber man or realtor considers himself an exception to what industry has apparently found to be the rule, we simply can't release those corporate names if we accept them in confidence.

One last precaution should be added. Some well meaning people, who look upon themselves as amateur detectives on the side, consider it a real feat if they should inadvertently discover the true identity of a prospect. A feat, perhaps. But the revelation of this accomplishment may lead to disaster.

While we may object, it is the prerogative of every industry to be silent. That decision must be respected.

BE SURE THEY'RE SAFE

by Sonya Saunders

Director, Office of Consumer Affairs



Now is the middle of the toy-buying season and the safety of toys should be of concern to everyone purchasing them.

As Scholastic Magazine cites, "Toys are a child's world. They represent the symbols of reality—a cuddly doll, a miniature tractor or car, a stove or iron like Mom's. To a child, happiness is a toy. To a parent, happiness is a safe toy. It is tragic when a toy meant to bring happiness, seriously injures a child.

"Protecting children from unsafe toys is one of the Food and Drug Administration's primary concerns and responsibilities. The Child Protection and Toy Safety Act of 1969, which became effective in January 1970, empowers the Food and Drug Administration to remove and keep from the market toys and other children's products with electrical, mechanical, and thermal hazards."

Therefore the Food and Drug Administration can ban from the marketplace children's products found hazardous because of potential sharp or protruding edges, fragmentation, explosion, suffocation, asphyxiation, electrical shock, and excessive heat. Before passage of the Act, only poisonous, radioactive, flammable and rash-causing toys were prohibited.

The Act also allows owners to return toys, declared hazardous, to the retailer and get their money back.

"The law states that a toy can be an electrical hazard if it can cause personal injury or illness by electrical shock. A toy may present a mechanical hazard if it can cause injury or illness from fracture, fragmentation, or disassembly of the article from propulsion of the article or any accessory or part of it: from points, protrusions, surfaces, edges, openings, or closures; from moving parts; from inadequate or total lack of controls to stop or reduce motion; as a result of self-adhering characteristics of the article; because the article may be aspirated or ingested; because of instability; or, because of any other aspect of the article's design or manufacture," as quoted in Scholastic Magazine.

The possibility of psychological hazards is not included in the law so that should be decided by the purchaser.

With 1,300 toy manufacturers in the United States there is an estimated \$2.5 to \$3 billion in toys produced annually not including the 83,000 entries of imported toys. This makes a complete surveillance of the huge toy market impossible.

Many toy manufacturers are trying to improve the safety of their products to cut down on the 138,000 annual toy-associated injuries yet there are still dangerous toys on the market. Part of the problem is that there is no pre-market testing requirement. The Toy Manufacturers Association promotes safety standards but it has no control of nonmembers, including importers.

"Protecting children from unsafe toys is a parental responsibility as well as governmental. Consumers should exercise sound buying judgment based on the age and maturity of the child for whom the toy is purchased. The ages of other children in the family also should be considered. A toy that is safe for one child may be dangerous in the hands of an unsupervised and less skillful younger brother or sister."

Adults should also consider price comparisons as a buying aid. An inexpensive yo-yo can be safe, while a toy train may not be. The higher priced toy may have rolled metal edges and secure attachments of parts that would warrant the price. "Cheap imports and substandard toys are more likely to be found in the 'bargain' outlets."

Food and Drug Administration has banned 141 toy products from interstate commerce since December 1970. Using authority of the toy safety law amendments of 1969, the agency banned the toys as hazardous substances. The list of banned toys include rattles, dolls or stuffed toys, lawn darts and other toys that could puncture or lacerate or be swallowed or inhaled. In almost all cases, according to the FDA, production on these items stopped or the toys were redesigned.

Dr. Charles C. Edwards, Food and Drug Administration Commissioner, has reported other actions that have been taken to improve toys safety:

- By the end of September, FDA had inspected 122 toy markers to check on toy safety.
- About 60 types of toys have been voluntarily corrected by toy firms on basis of FDA's finding of potential mechanical hazards.

- FDA is developing regulations to ensure the safety of clacker balls, baby walkers, paint on toys, pacifiers, thermal and electrical toys.
- Additional regulations are being planned to define and establish methods of testing a toy's potential for cutting, being swallowed or being inhaled.
- FDA's Bureau of Product Safety has set up a Toy Review Committee, which has examined about 600 toys for mechanical hazards.
- Flammability and chemical hazards of toys continue to be tested in FDA laboratories.
- The agency is working with industry and private laboratories to establish voluntary standards for such products as play ground equipment, minibikes, vaporizers, bicycles, baby cribs, playpens.

A banned list of toys, describing the name and type of toy, nature of hazard, date of banning, is available free from:

Food and Drug Administration
5600 Fishers Lane
Rockville, Md. 20852

Rattles made of soft plastics which can be chewed off by babies should be rejected, or material that can be punctured, allowing beads to escape into infants' mouth. Hair ribbons or shoe decorations which are attached to dolls or stuffed animals are hazardous. Persons should consider as preventative flame-retardant fabric coverings (fur, hair, etc.) and non-flammable plastic faces.

The U.L. (Underwriters' Laboratory) seal on electrical toys only means the product is electrically safe not that it has been approved for use by children. Again, the buyer must use DISCRETION. "Electric trains and child-size electric home appliances should be checked periodically for frayed wires, etc."

Many toy manufacturers are starting to get the FDA to make 'comments' and suggestions about their proposed products before they are marketed. "With these activities and with consumers exercising sound judgment in making their selection, and giving proper instruction to children to use toys as they are intended to be used, toys can be the source of happiness they are intended to be".

However if you find toys which are hazardous before purchase or after limited use notify the manufacturer and the FDA. The Indiana offices are:

INDIANAPOLIS
Wulsin Bldg.
Room 602
222 E. Ohio
Indianapolis
46204
317/633-7479

FORT WAYNE
Gettle Bldg.
Room 609
803 E. Calhoun
Fort Wayne
46802
219/422-6131

EVANSVILLE
Wright Bldg.
Room 306
111 S. Third Street
Evansville
47708
812/423-6286

SOUTH BEND
Law Bldg.
Room 226
125 S. Lafayette
South Bend
46601
219/234-8111

All telephone numbers receive messages 24 hours daily.

(Portions of this article were reprinted with permission from FORECAST for Home Economics, Nov. 1971, Vol. 17 No. 3(c) Scholastic Magazines, Inc.)





FHA

by Debbie Tower



W. R. Peterson
State Director, FHA

To aid nonmetropolitan area development in Indiana, 11 State and Federal agencies have joined forces to comprise the State Rural Development Committee. One of its members is the Farmers Home Administration (FHA), an agency of the U.S. Department of Agriculture (U.S.D.A.).

Before the FHA came into existence in Indiana, various credit organizations such as Farm Security Administration and the Emergency Crop and Feed Loan Section of the Farm Credit Administration

performed the duties now assigned to the FHA. In 1946, it was realized that one consolidated agency, rather than several diverse organizations, would function more effectively, and Congress created a new agency to absorb the functions previously carried by several.

At first the FHA was authorized only to make loans to farm families to purchase land, or to provide needed resources to operate farms. Today it has increased responsibilities and expanded programs to further rural development.

Considered the banker of the U.S.D.A., the FHA lends money also to rural communities (towns with populations less than 10,000), to groups, and to individuals to finance necessary projects for which they are unable to obtain funds from other sources. Its services as a leading agency, however, are not competitive; the FHA does not supplant other credit groups. Instead, it acts as a source of supplemental credit in instances in which an amount already borrowed is inadequate to cover the debtor's needs, or the borrower is unable to meet the conditions specified by the lender.

As a member of the State Rural Development Committee, the FHA meets with other agency representatives to discuss specific community problems. The FHA advises local leaders on programs suited to their needs; it contacts other governmental agencies when their assistance is needed.

Projects funded by the FHA fall into three general categories: Farmer Programs, Community Services, and Rural Housing.

Four types of loans (farm ownership, farm operating, emergency, and soil and water conservation) are made through the farmer program. All families receiving these loans must first be approved by the FHA. The funds they obtain must be used for the purchases and services for which the loans were made.

Community services programs administered by the FHA offer eight types of assistance: water distribution and waste disposal loans and grants; irrigation and drainage loans; resource conservation and development

loans (made to public agencies and nonprofit corporations); comprehensive planning grants (for public agencies authorized to conduct long-range planning); water shed loans (made only to agencies authorized to provide flood control, water supply or waste disposal); recreation enterprise loans (for individual farmers who plan an income from outdoor recreation on their farms); and grazing association loans (made to nonprofit corporations formed, owned, operated and managed by neighboring family farmers). Community services programs are helping build rural communities which are more attractive for residential, commercial and industrial use. Presently, 75 percent of the rural population in some counties benefits from public water supplies. In Clark county, eight systems are in operation or soon will be; in Monroe county, five are serving areas. A project is presently in development to provide a water supply for the greater portion of Jackson county.

In its rural housing program, the FHA administers another eight loan types for the residents of rural areas: individual homeownership loans (for low to moderate income families); rental and cooperative housing loans (for nonprofit corporations, cooperatives, municipal bodies, individuals, partnerships and corporations); loans for the repair and rehabilitation of existing housing (for very low income owner-occupants unable to qualify for housing loans); emergency housing loans (made to farmers and rural and small town homeowners who have experienced loss from natural disasters); farm labor housing loans and grants (for farm owners, associations of farmers, broadly based nonprofit organizations, nonprofit organizations of farm workers, and public agencies); homesite development loans and self-help technical assistance loans (made to public agencies and nonprofit corporations); and conditional commitments to builders (for individuals, partnerships, and corporations that are constructing, rehabilitating, and selling houses).

Each of these loan programs is tailored to provide improved living conditions for rural citizens. For example, rental and cooperative housing loans offer money for construction of rental units for senior citizens. Three years ago, FHA financed 12 rental units in Loogootee in Martin county. Based on the success of this project, Loogootee leaders are requesting funds to construct 30 more apartments. In Wadesville, Posey county with a population of about 200 was also eligible for an FHA rental housing loan and now operates six units. A significant point is that most FHA-financed apartments rent for \$80 to \$135, depending on the occupant's income. All utility expenses except telephones are included in the rent.

During the 1971 fiscal year, the FHA loaned \$76,195,981 to serve 12,927 families in Indiana. But its assistance was made possible by the efforts of public minded citizens who organized projects and pursued its financial aid. FHA loans and grants are available to develop rural communities, but first, local leaders must realize the importance of community improvement and work to bring it about.

Refreshing and Upward Bound

by Paul W. Barada

Nestled in the peaceful rolling hills of Southern Indiana is a four county area that's just about ready to explode—explode in the sense that the counties of Spencer, Perry, Crawford, and Harrison have been quietly working together for their mutual benefit and improvement and are now on the verge of dramatic economic growth and development.

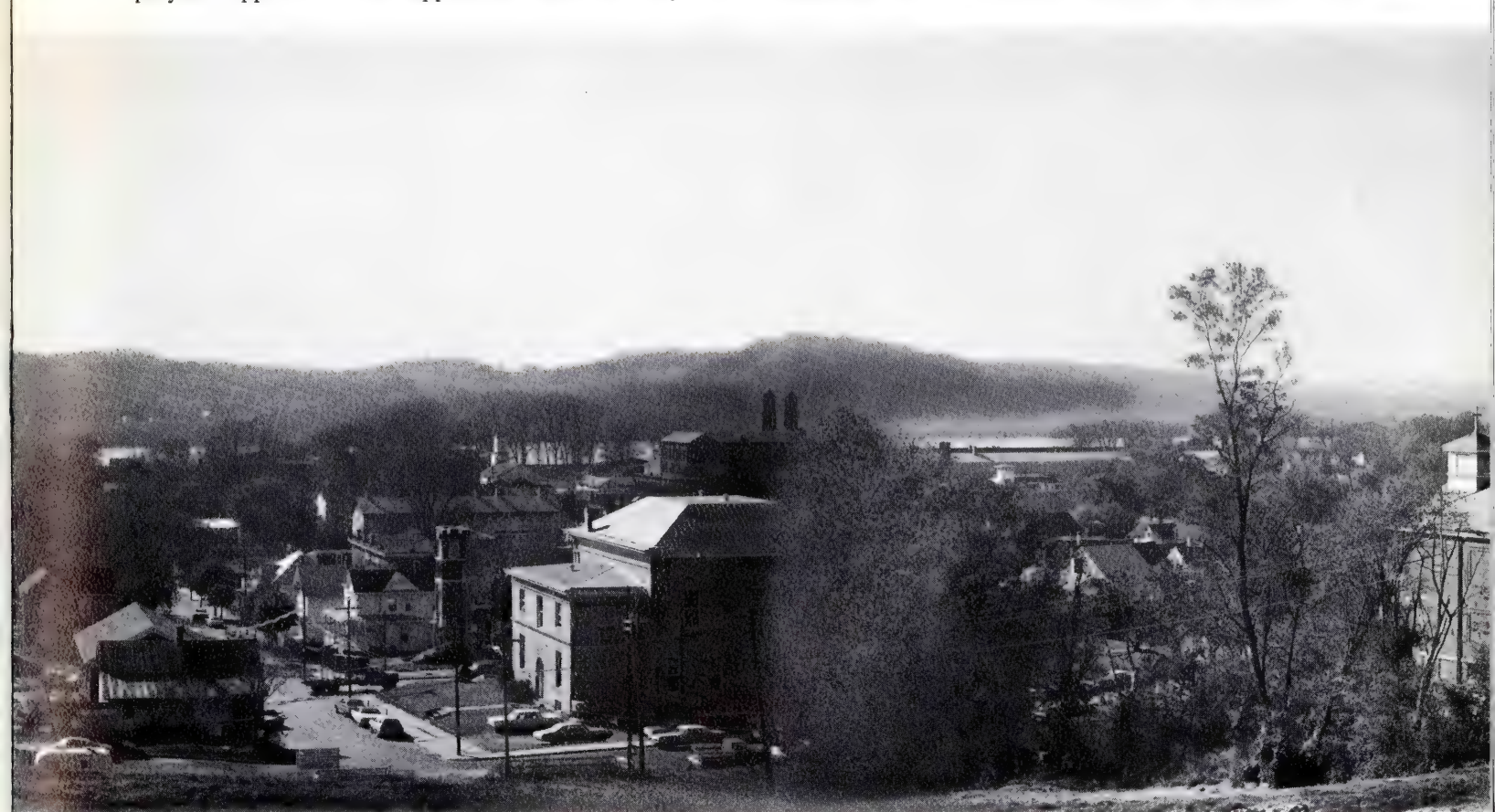
The idea of multi-county cooperation in Southern Indiana began some time ago with the creation of Rural Area Development (RAD) committees drawn from the four counties involved. The original purpose of the committees was to promote tourism and to draw attention to the scenic and historic value of the area, which became known as Lincoln Hills.

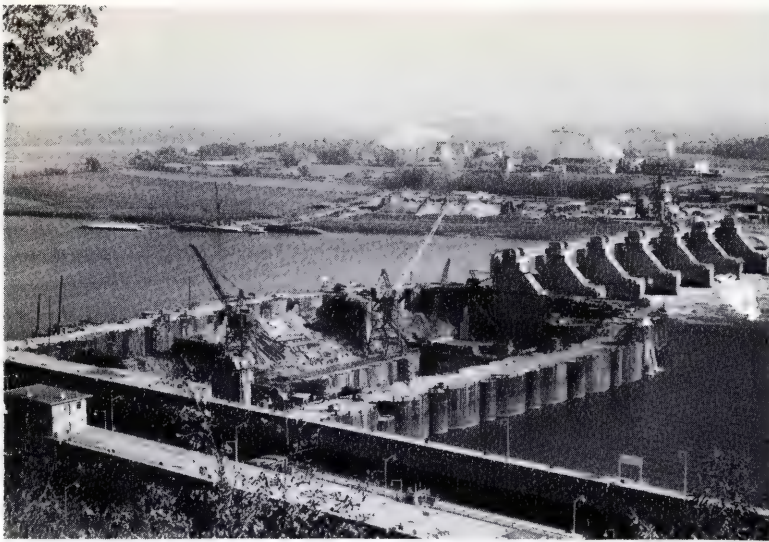
The 1962 Food and Agriculture Act provided the direction of the efforts of the RAD committees along with the Soil and Water Conservation Districts in the area. Following the stipulations of the act, an application was submitted for a Resource Conservation and Development project. Approval of the application came in May of

1963. With the appropriation of funds, arrangement for assistance, and the development of a plan for the project, the Lincoln Hills RC&D project became operational in October of 1964. A 16 member RC&D committee was created to begin work on the project. The committee was composed of an equal number of representatives from the old RAD committees and the Soil and Conservation Districts.

The main areas of concern for the RC&D committee are handled by six subcommittees: livestock, forestry, human resources, tourism and recreation, fish and wildlife, and arts and crafts. In addition, plans call for the creation of another subcommittee on industrial development. The efforts of these committees are designed to improve overall economy of the entire four-county area.

As Mitchell G. Hassler, project coordinator from the Soil Conservation Service of the United States Department of Agriculture, stated, "The overall purpose of these RC&D projects is to improve the economic and social well-being of our people, through development and





utilization of our human and natural resources." Even a brief tour through this area will clearly demonstrate that since 1964 a fantastic amount of work has been done to accomplish that objective.

Hassler went on to point out, however, **that the only major problem that stands in the way of the full realization of that objective is an adequate highway system.** "In a way its discouraging," he noted, "to have accomplished so much in the last few years, and still have such inadequate roads into this area." He said with all the potential in this area, bad roads will stifle industrial growth and discourage the expansion of tourism. "We are hopeful that this problem can be eliminated before we lose the momentum that so many people have worked so hard to generate," he concluded.

Since the Lincoln Hills RC&D project was the first of its kind in the country, many other interested groups from throughout the nation have been coming to the area over the past few years to see what's being done. They haven't been disappointed either. Since 1964 tremendous improvements have been made in every aspect of the project.

To begin to list all that has been accomplished would require a small book; here is a summary look at Lincoln Hill's collective achievements.

As a result of meaningful cooperation, flood control and water development projects have been undertaken that will effect more than three hundred thousand acres. Many additional recreational areas have also been created as a result of these projects.

During the last year alone, more than a half million trees have been planted in the area. Not only will this prevent erosion of valuable top-soil, but it will also provide valuable lumber for the new paper mills in the area.

A wide variety of educational opportunities have been created for the people of the area. All the way from high school equivalency classes for former drop-outs, to classes for senior citizens. In addition, other educational opportunities are available for special trades, such as welding.

Through cooperative efforts, new methods have improved cattle production and marketing techniques. Other plans are underway to provide more usable grassland and acreage for other agriculture commodities. Agricultural





To the left the picture shows forest preservation; bottom left shows the craft of weaving; bottom right shows old Cannelton cotton mill (functional until 1952) now a small boat manufacturer.

production, through improved cooperative efforts, has shown a marked increase since 1964.

Fish and wildlife projects are insuring the area lakes, forests and streams of adequate populations of fish and the many species of wildlife common to the region. An example of the wide diversity of projects that have been undertaken is the recent Night Crawler Stocking Project. In this way, worms will be available for the fishermen who frequent the recently stocked lakes in the 4-county area.

Projects have been devised to encourage and preserve many of the local arts and crafts of the people. Intricate basket weaving is an example of a craft that was slowly vanishing. Since the RC&D project began, efforts have been made to insure that this old craft and others are passed on to the younger members of the community through classes in the arts and crafts.

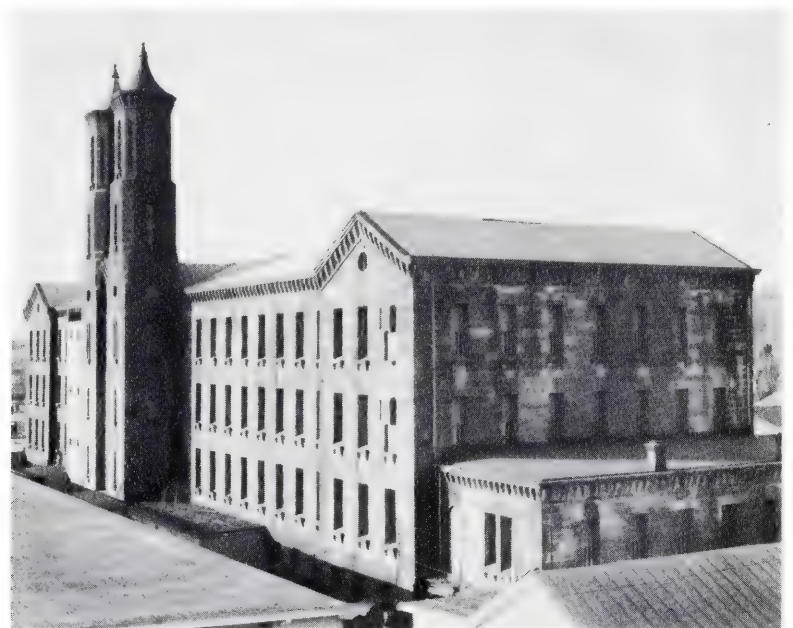
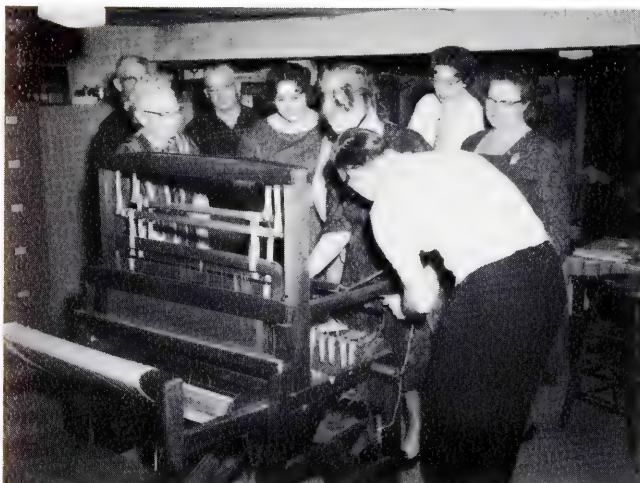
Plans are underway to stimulate industrial development in the area. Acreage is being set aside for industrial parks and appropriate industries are being encouraged to locate in the area. A recent accomplishment has been the location of two new paper plants in the region, plus a new

safe making business near Cannelton. The result has been new jobs, utilization of local resources and services, and a boost to the economy of the entire area.

One of the most overlooked, but perhaps the most valuable, resources of the region is the untapped tourism and recreation potential. Not only is this area steeped in history and tradition; it also contains many unique tourist attractions, plus scenery that rivals any in the Midwest. Perhaps, there are several areas that offer similar rural leisure. Not the least of them is Lincoln Hills.

The whole of Southern Indiana suffers from outsiders' lack of familiarity. Because the area must be "sold," almost anything one says about the region's assets seems to sound like everplace else with a rural richness to publicize—the scenery, the age-enriched traditions and history, the homespun culture and "hail-fellow-well-met" friendliness. These characteristics are real, plentiful and genuine in Lincoln Hills.

Do see Lincoln Hills for yourself—you won't be disappointed.



Europe: An Important Trading Partner

V. Basil Kafiris

Director

*International Trade and Economic Research Divisions
Indiana Department of Commerce*

This article is an excerpt of the original, found in the publication "Indiana International Trade," published by the Division of International Trade.

The significance of European economic markets on Indiana has been most formidable; indeed more so if one considers that Europe encompasses seven of the world's major trading nations: West Germany, the United Kingdom, France, U.S.S.R., Italy, the Netherlands and Belgium-Luxemburg. In 1969, U.S. exports to European nations totaled \$12.4 billion out of a total exports sales commitment of \$37.4 billion or a ratio of one out of every three dollars of export sales. Likewise, Indiana exports of manufactured goods to Europe accounted for \$266.6 million, or approximately 28 percent of the 1968 export sales total of \$958.4 million. In addition, Indiana exported about 60 percent in agricultural products to European countries out of a total \$250 million. With these facts in mind, it would be of significance to review some of the major changes that have occurred in Europe in the last twenty-five years and to assess the consequences on both U.S. and Indiana trade patterns.

The New Competition From Europe

Between 1950 and 1968 European economic growth rates averaged 50 percent or more above the United States. More specifically, in real terms, the GNP of the Common Market countries advanced at an annual rate of 5.6 percent compared with 3.7 percent increase for the U.S. economy. Some of the factors which contributed to these developments can be attributed to fiscal and political decisions in favor of rapid business investment and stimulation of consumer demands. In spite of inflation and the current economic slowdown, all indications are that the progress of Europe will continue. Recent forecasts indicate an increase in Western Europe's GNP of 50 percent by 1975 while the population will increase by only 10 percent. While the U.S. economy is experiencing a sluggish growth rate, the countries of Western Europe are averaging about 5 percent, and Japan is doing better than 10 percent annually. This is a clear sign of the renewed confidence in the capacity of industrialized nations in Europe and Asia to compete effectively with the U.S. Despite the growth recorded, 1972 will probably be a second consecutive year of economic slowdown for most industrialized nations. The reason is that most countries are now fighting a battle against inflation that are being caused by strong wages push pressures.

Indiana Agricultural Exports

Indiana agricultural exports in the last twenty years experienced a significant increase along with other East Central Region states.

According to statistics, Indiana ranked second after Illinois in exports of agricultural products in 1968, 1966, and 1960. As a matter of fact, Indiana ranked among the five top states in the nation (Texas, Kansas, Iowa, Indiana, Illinois) all of which increased their exports from two to four times over the 1953-54 level. Indiana farm exports, of \$77.7 million in 1954, reached a \$251.5 million level in 1968, an increase of 224 percent in fourteen years. However, following the national decline, Indiana agricultural exports dropped by 21 percent from the \$317.3 million level of 1966. Meanwhile, recent estimates by the U.S. Department of Commerce indicate that Indiana agricultural exports increased again in fiscal year 1969-70 to \$304.5 million.

The primary Indiana farm export products are soybeans, feed grains, protein meals, wheat and flour, soybean oil, and to a lesser extent lard, tallow and fishery products.

Value Of Indiana Agricultural Commodities for Fiscal Years 1969, 1967, 1966

It is important to note that soybeans, feed grains, soybean oil, protein meal and wheat and flour account for 97 percent of total Indiana agricultural exports.

Indiana agricultural exports are overwhelmingly directed to European markets and Japan. Europe as a region takes one third of Indiana's agricultural exports. It is estimated that in 1969 Indiana exported about \$80 million worth of agricultural products to Common Market countries and \$35 million to EFTA nations. Important European markets are the Netherlands, West Germany, Italy, Spain and, to a lesser extent, France, Belgium and Luxembourg. However, Japan is the largest single market if we are not considering Europe as a region. Indiana agricultural exports to Japan amounted to \$37.1 million (soybean \$20 million, corn \$12 million and others \$1 million) in 1966. In comparison, for the same year, manufacturing exports valued only \$19.0 million. Another good customer is Canada which transports a large portion of U.S. agricultural purchases to Europe.

Soybeans

In 1969, soybeans represented one third or \$100.4 million of total Indiana agricultural exports; and, of course, were mainly directed to European markets and Japan. The U.S. contributes more than 41 percent of the Common Market soybean needs. The decline of U.S. and Indiana exports after 1966 is the result of the soybean price increases and also of growing competition, especially in Europe. The world market for soybean oil is relatively small. Europeans have a taste preference for olive oil and

the needs for soybean oil are substituted by peanut and cotton oil, which must compete in prices for increasing oil exports in the future. However, competition started to increase recently from Eastern Europe countries and the tropical oil producers of Africa. In spite of these developments, the outlook for the future is good if Indiana soybeans are offered on European markets in competitive prices. The European climate does not favor cultivation of soybeans, and the stress of EEC members on meat production creates new opportunities for the use of soybeans as live stock feed as long as prices remain competitive with similar products imported for the purpose.

Feed Grains

Feed grains is another one of the largest categories of Indiana agricultural exports. Europe and Japan, again, are the biggest markets for them. The EEC, considered as one entity, is the world's largest feed grain. In 1965, 70 percent of U.S. feed grains (EEC 45 percent, EFTA 16.1 percent, other Europe 9.8 percent) were directed to European markets in comparison with Latin America 1.7 percent, Japan 20.8 percent, and South Asia 1.2 percent. The potential for U.S. feed grains seems good. According to estimates of the U.S. Department of Agriculture, the European Community will continue to import at least until 1980 at about the present annual rate of 13 million tons and Japan will at least double its imports. Thus, the potential for Indiana feed grains is good if our prices are competitive. Now, in these markets, the U.S. faces the new and growing competition from developing nations: Argentina, South Africa, Brazil, Mexico and Thailand. Argentina, for example, increased its agricultural exports to EEC countries from \$4 million in 1960 to about \$7 million in 1968. This new competition, the Common Agricultural Policy (CAP), and the impact of the good weather conditions on production in Western European countries are responsible for the decline of U.S. exports of feed grains to Europe after 1966.

Wheat and Flour

The difficulties of exports of Indiana wheat and wheat flour will continue in the future because of the increasing competition of Canada, Argentina, and to a lesser extent, the U.S.S.R. and Australia.

Prospects of U.S. and Indiana Agricultural Exports to Europe

Under the existing conditions, the threat to U.S. exports comes from new competitors. Less developed countries in Asia, Africa and Latin America are stepping up their efforts to gain access to European markets. Other countries such as Australia, Canada and Israel, are increasingly aggressive in their pricing and promotion programs. Indiana agricultural businessmen who are interested in foreign markets must prepare themselves for strong competition. They must be in a position to supply products that meet the variety, quality, packaging and other specifications which are required in a particular market.

Indiana Manufactured Exports

U.S. exports of manufactured goods doubled in the last nine years reaching \$31.5 billion in 1969 in comparison to \$15.5 billion in 1960. This increase is attributed to the industrialization of less developed countries, especially those of Europe, which rapidly increased their imports of capital goods products from the U.S., which was necessary for further industrial growth and economic

progress. As a result two-thirds of U.S. exports are concentrated in three classifications: electrical machinery, transportation equipment, and chemicals.

Indiana manufactured exports followed exactly the national patterns and are concentrated in the exports of durable goods products to an even greater degree. Only three industrial classifications. Transportation equipment, nonelectrical machinery and electrical machinery, made up 70 percent of the total Indiana manufactured exports in 1968. In 1966, Indiana, with \$620 million in manufactured exports, ranked eleventh in the nation and represented about three percent of the nation's total manufactured sales abroad. According to recent estimates of the Economic Research Division of the Indiana Department of Commerce Indiana manufactured exports to Europe increased from \$620 million in 1966 to \$958.4 million in 1969. This represents an increase of 56 percent in a period of three years in comparison with 30 percent for the years between 1963 and 1966 and only 20 percent for the period of 1960 to 1963. The growth of Indiana manufactured exports is certainly remarkable for the whole period of nine years 1960-1969 with an increase of 143.3 percent. This is 43.3 percent higher than the national increase of 100 percent for the same period.

Considering the directions of manufactured exports, Europe is one of the most important markets for Indiana. It is estimated that Indiana exported to Europe in 1969, \$270 million in manufactured goods. About 57 percent of the exports were directed to Common Market countries, 30 percent to the EFTA region (15 percent to the United Kingdom and 15 percent to other EFTA countries), and 10 percent to the remaining European countries. The second most important market for Indiana manufacturers' products is Canada which bought about 31 percent of Indiana manufactured goods in 1969 or \$300 million. Asia and Latin America took eleven and twelve percent respectively of Indiana manufactured exports in 1969. It is also important to note that Japan, the largest single market for Indiana agricultural exports, is the smallest one (2 percent) for its manufactured exports or about \$60 million worth of manufacturing goods.

Transportation Equipment

The Transportation equipment industry is the leading industry in Indiana manufactured exports in the last ten years. Shipments abroad increased by 259 percent in the nine year 1960-1969 largely in the years 1966-1969 when exports increased by 88 percent in comparison with 30 percent in 1960-63 and 47 percent in 1963-66. The bulk of Indiana transport equipment exports consisted of motor vehicles and air craft and parts. (Air craft greatly contributed to the growth of the exports in this industry in 1969 with a national increase of 50 percent over 1968.)

Nonelectrical Machinery

This industry ranks second in Indiana exports with an increase from 1960 to 1969 of 122 percent. The largest increase, 42 percent, occurred in the years 1966-1969. Both periods 1960-1963 and 1963-1966, experienced 25 percent increases. The most important export goods of this category are engines and turbines: general industrial machinery and most important, construction equipment.

Electrical Machinery

Another important industry in Indiana exports is electrical machinery with \$113.5 million in exports in 1969

Continued on page 18

OTHER COMMERCE NEWS

Turn-of-Century Village in Parke County Keeps Growing

Billie Creek Village in Parke County offers visitors a look into the past at a typical Hoosier cross-roads community around the turn of the century. Presently the Village contains 11 restored buildings and a covered bridge. When redevelopment is completed, at least 14 more buildings will have been moved from their original site to the Village.

The most recent addition to Billie Creek Village is a 1913 newspaper and print shop. After being moved six miles, it has been completely restored and is housed in the former Bellmore Telephone Company building.

Much of the shop's equipment, donated by a Rockville family for restoration, was used to publish the weekly *Rockville Republican* roughly 80 years ago. One of the building's attractions is the four-page Miehle press that was manufactured in 1899. It weighs 17,435 pounds.

Another of the shop's features is that all the equipment is operational. A four page newspaper dated September 17, 1913 will be printed telling, in the period's language and style, of imaginary persons' news. Advertisements of that time will also be reproduced. The shop will be named The Covered Bridge Courier.

Europe As Trading Partner cont'd

in comparison with \$57.1 million in 1960. The growth of this industry was impressive with a 99 percent increase in the nine year period. The leading export products of this industry are household appliances, electronic components and electrical industrial apparatus.

Food and Kindred Products

The Indiana food industry in 1967 ranked first in manufacturing among all nondurable industries of the state. In 1966 one out of every four nondurable manufacturing workers was employed in this industry. The food and kindred products industry experienced an increase from 1960-1968 by 149 percent, but the growth of its imports for 1966-1969 is only 17 percent in comparison with the rate of increase of 76 percent for the 1963-66 period.

Other important manufacturing exporting industries of the state are fabricated metal products with a 240 percent increase, instruments and related products with 203 percent increase, and rubber and plastic products with a 151 percent increase for the period 1960-1969.

The Future of U.S. and Indiana Manufactured Exports to Europe

The integration of Europe is incomplete but still has an impressive record. Europe's importance as a market for Indiana exports is very significant. To a great extent, the future of Indiana will be shaped by the same forces that will affect U.S. exports to Europe. It is obvious by now that the Europe of the past is gone and the Europe of today presents now competitive challenges for U.S. exports. Also, the effect of European integration is apparent now, and future developments are very clear. But certainly, with EEC countries moving toward greater integration in all fields, U.S. exports to European markets will face greater competition and more difficulties. On the other hand, new markets will be developed and new opportunities will appear for the progressive and efficient U.S. companies.

Aker Plastics In Plymouth

Aker Plastics is constructing a new \$90,000 facility in the industrial park in Plymouth. Operation of the 9500 square foot plant will require about 35 employees. Aker Plastics manufactures mobile home shower stalls and wash basins.

Other buildings under construction in Plymouth are a Ben Franklin Store, a Harvey Dime Store, a commercial building, and three stores in the plaza.

Inside the Department

Sonya Saunders of the Office of Consumer Affairs addressed a group of 60 freshmen at Southwayne Junior High School in Indianapolis. Her speech focused on protection and consumer oriented laws within the state.

On November 9, **Basil Kafiris**, director of the International Trade and Economic Research Divisions, was the main speaker at an international trade seminar sponsored by the Indianapolis League of Voters. Kafiris also participated in a panel discussion held in conjunction with the seminar.

Juanita Jahn represented the Economic Research Division at the Indiana Council of Churches Planning and Strategy Meeting on November 3. She spoke to the group on an economic profile of the state and then answered questions from the audience. **Ned Hollis**, assistant director of the Industrial Development Division, also spoke at the meeting about business and industry in Indiana.

On November 1, **Phil Grebe** of the Industrial Development Division visited community leaders in Marion and Alexandria. The next day he traveled to Fort Wayne and Kendallville.

Grebe and **Brett Keene** of the Industrial Development Division attended a Small Business Administration Lease Guarantee Seminar at Weir Cook Airport on November 9. The next day Keene spoke at a luncheon meeting in Summitville about industrial development. On November 11, he attended a meeting of the Indiana Advisory Council for Vocational and Technical Education.

Dan Manion, director of the Industrial Development Division, attended the annual State Chamber of Commerce luncheon in Indianapolis on November 10. On the 12th, he traveled to Ligonier to give a speech and tour the community.

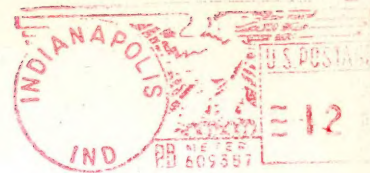
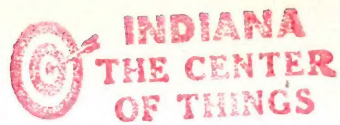
Ned Hollis was in Wabash on November 17 to speak to the Industrial Division of the Chamber of Commerce.

Linda Jester, assistant director of the Tourism Division, represented the division at the first Outdoor Recreation Plan meeting on November 9. Purpose of the meeting, sponsored by the Department of Natural Resources, was to begin work of the task force which was formed to study the role of private enterprise in outdoor recreation.

On November 11 and 12, **Sheri Dunnington**, assistant director of the Tourism Division, and Miss Jester participated in the Mid-West Travel Writers Seminar in Louisville.

Mrs. Dunnington and Miss Jester were in Madison on November 13 to attend the Ohio-Lower Wabash Valley Historic Trail planning meeting.





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